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*The Journal of the American Newspaper Publishers Association*

SPECIAL REPORT

**For Women  
At Newspapers,  
A Slow Ride  
To the Top**

**Waste Disposal  
Becomes a  
Burning Issue  
For Newspapers**

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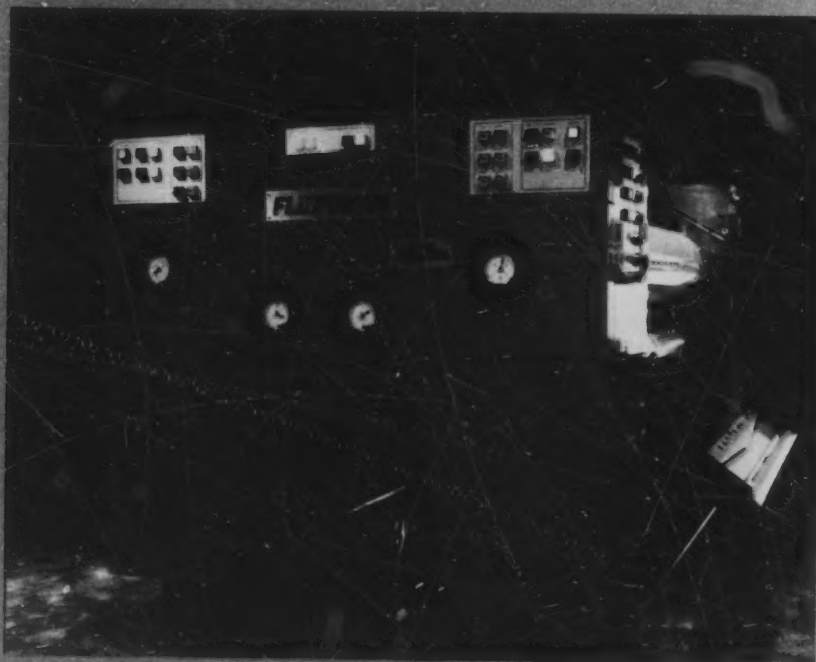


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**Special Report** Newspapers have given extensive coverage to women's entry into the professions, yet they have been slow to place women in key positions. The overwhelming majority of management jobs in papers of all sizes are held by men, and women's salaries lag behind men's in almost every job category. However, with women comprising 60 percent of J-school students nationwide, the picture may change. So concludes a massive study by Jean Gaddy Wilson of the University of Missouri School of Journalism. **30**

**Waste not** Options narrow for disposal of production wastes (particularly ink and solvents), while costs and regulations are increasing. **6**

**Tax bill bite** Under the tax-revision bill, lower rates are promised, but in the short run, some newspapers could face higher taxes. **12**

**Perfecting plates** Flexography, letterpress, offset—all three stand to benefit from manufacturers' efforts to improve printing plates. **14**

**Ad networks** One-order, one-bill groupings streamline preprint buys, making it easier for major advertisers to reach smaller markets. **20**

**Blue chip boards** Advisory boards proliferate at journalism schools, and educators benefit from the contacts they provide. **22**

**Codes and conflicts** As some reporters in big cities gain affluence, many more papers are adopting conflict-of-interest codes. **24**

**Total testing** Motivation, interest, attitudes and aptitudes among current and potential employees are being plumbed in a resurgence of testing at newspapers. **38**

**Essay: Pauper pay** Low starting pay for reporters doesn't produce profit, says Harte-Hanks executive Tucker Sutherland. It hurts the bottom line. **42**

**Profile: Carol Green** Woman at the top climbed non-traditional ladder—reporter, lawyer, labor negotiator, Denver Post vice president. **44**

**Free Danilo!ff!** In an unprecedented press conference, major media organizations launch their effort to press the Soviet Union to release U.S. correspondent. **51**

**Heart At Work** Washington Post and Los Angeles Times pump resources into program offered through local chapters of American Heart Association. **67**



Printing Plates, p. 14



Women at Newspapers, p. 30  
(Photos on cover and p. 30 by John Bowden.)



Employment Testing, p. 38

|                    |    |
|--------------------|----|
| Advertising        | 54 |
| ANPA calendar      | 76 |
| ANPA news          | 73 |
| Books              | 52 |
| Chairman's corner  | 4  |
| Education          | 57 |
| Employee relations | 67 |

|                    |    |
|--------------------|----|
| Government affairs | 46 |
| News research      | 53 |
| Newspaper business | 70 |
| Newsprint          | 65 |
| Overset            | 74 |
| Postal affairs     | 49 |
| 'Shoe'             | 53 |

|                    |    |
|--------------------|----|
| Speeches           | 56 |
| State and local    | 52 |
| Technology         | 60 |
| Telecommunications | 48 |
| Training           | 57 |
| Transportation     | 64 |
| World press        | 51 |

## ABC board's bylaw change will safeguard auditing operations

**T**he Board of Directors of the Audit Bureau of Circulations at its last meeting took a prudent first step to protect ABC from the high costs of litigation when it gave preliminary approval to Bylaw 2.17, "Waiver of Damages and Indemnification."

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee chaired by Ed Estlow, Scripps Howard Executive Committee chairman, has worked with ABC officers and directors for more than a year to help ABC develop a bylaw that would be fair to publishers while at the same time giving ABC the protection it needs. The committee, the ANPA Board and the NAB Executive Committee all agree that the present bylaw is needed and deserves the full support of newspaper publishers. We believe ABC should adopt the bylaw at its November board meeting.

Because ABC is a non-profit membership organization, it has not until very recently been exposed to serious financial loss due to litigation costs. However, in just one recent case, ABC's legal costs were nearly \$1 million, even though that case was settled before the trial.

Added to the possibility of such losses is the problem of obtaining professional-liability insurance. The cost of such insurance has been found by ABC to be excessively high, and the bureau is concerned that such insurance may become unavailable at any price without a bylaw like 2.17.

Because litigation and insurance costs must be borne by ABC members, it is in everyone's interest to limit these costs. We believe the new bylaw will do that in a fair and reasonable manner.

During the course of our discussions with ABC on litigation costs, we urged the bureau to improve its appeals procedures so that publishers who dispute the ABC staff's interpretation of rules and bylaws could present their cases to someone other than the ABC staff or board. ABC responded by establishing a procedure for an appellate panel that will serve as an intermediate appeals level between the staff and the board. The new procedure will become effective when the new bylaw does, and we believe it will benefit newspaper publishers.

Your ANPA Board and your ANPA/NAB-ABC Liaison Committee greatly appreciate the advice and assistance you have given in our continuing efforts to encourage ABC to improve its auditing and reporting procedures while at the same time maintaining the integrity of the ABC reports that serve the interests of both the buyer and the seller of advertising.

*Alvah H. Chapman Jr.*

Alvah H. Chapman Jr.  
ANPA Chairman and President



Alvah H. Chapman Jr.

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**Some people think  
the American press is  
too powerful.**

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Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like - you know *she* owns such-and-such. And *he* owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months. Eventually, he sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On July 23, 1985 they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas." They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent \$10 billion since 1979.

The stories created a political tidal wave.

There were calls for impeachment. Marcos promised early elections.

The rest, really, is history. Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive off-shore holding companies and dummy corporations. Then, staying with the follow-up.

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# Waste Management

As EPA cracks down on 'hazardous' waste, newspapers seek disposal options for waste ink and solvents

BY MARGARET GENOVESE  
presstime staff writer

For years, The Repository of Canton, Ohio, put its waste ink in 55-gallon drums for its ink supplier to cart away the next time it made a delivery.

No fuss, no muss.

About five years ago, rules and regulations governing waste disposal changed, and the ink company decided it no longer would be the repository for The Repository's waste ink. So, Production Director Phillip H. Robison began looking for alternatives.

Dumping it in a local landfill was out of the question because Ohio bans the disposal of liquids in landfills, even if the liquids are contained in drums.

Paying a company to take the ink away and burn it seemed the only acceptable disposal method. And, at one point, the 58,103-circulation daily, a member of the Thomson Newspapers group, contracted with an incinerating company to haul

*Another nagging concern is newspapers' potential liability if there's a problem with a dump site.*

away 90 drums that had accumulated in the basement of its plant. But this was too expensive to become a regular practice.

"You get a little bit desperate," says Robison. One person offered to put him in touch with a "friend" who would take the waste ink and "get rid of it." He found out that the friend was a farmer who was going to let the ink drums sit in the corner of his farm. "We turned thumbs down on that for obvious reasons."

Finally, Robison hit upon a solution. The newspaper purchased an ink recycling unit. Today, the volume of waste ink it must worry about disposing has decreased dramatically. The small amount that is generated is taken away by an incinerating company.

As The Repository and other newspapers are discovering, options for disposal of some types of newspaper production wastes are decreasing at the same time costs are climbing and regulations governing disposal are growing.

For example, on Sept. 22, new U.S. Environmental Protection Agency rules took effect requiring companies that generate small quantities of hazardous waste—between 100 and 1,000 kilograms, or at least half a 55-gallon drum, a month—to comply with EPA's tough waste-management regulatory program. This might affect some newspapers that previously had enjoyed a small-quantity-generator exemption.

Another nagging concern of newspapers is their potential liability should there be a problem with a dump site. Under the EPA's Superfund program, if a company is found to have contributed waste to a hazardous waste dump site that has been designated as a problem site, that company is potentially liable for contributing to its cleanup [presstime, Oct. 1984, p. 46].

More than 20 newspapers already have been identified as "potentially responsible parties" at Superfund sites. (See story, facing page.)

At the Sept. 4-5 meeting of the ANPA Technical Committee, Joe Hladky III, chairman of the Newspaper Ink Study and Research Task Force, called the Superfund specter "frightening."

"To have an unknown contingent liability that could run into hundreds of thousands of dollars is really tough," said Hladky, president and publisher of The Gazette Co. of Cedar Rapids, Iowa.

A Superfund claim against a newspaper for ink it may have disposed of 20 or 30



Philadelphia Newspapers Inc. helped pay for cleanup of Pennsauken, N.J., lagoon.



years ago "could have the potential for bankrupting the newspaper," says William D. Rinehart, ANPA vice president/technical.

The Technical Committee's Environmental Task Force is overseeing development of a comprehensive manual on waste management for newspapers. The document has been dubbed "Wastepak," after the highly successful Hazpak developed by ANPA to help newspapers comply with the Occupational Safety and Health Administration's "hazard commu-

nication" program [presstime, July 1986, p. 63].

When you talk about waste management for newspapers, you are talking about "number one, ink waste management, and, number two, solvent waste management," says Richard W. Neergaard, ANPA manager/environmental services.

As part of its initial research for Wastepak, ANPA staff has determined there are three primary options for disposal of waste ink and solvents: recycling, incin-

eration and landfill. "The incineration method is extremely attractive when coupled with recycling," Neergaard says.

**RULES AND REGULATIONS.** Federal law governing the disposal of "solid" waste is the Resource Conservation and Recovery Act, enacted in 1976. (The term solid waste includes liquids, semi-solids or contained gaseous materials.) The first EPA regulations implementing RCRA took effect in late 1980. The law has been amended twice, the most recent being the

## Newspaper Firms on 'Preliminary' EPA List

More than 20 companies that publish newspapers have been identified by the U.S. Environmental Protection Agency as "potentially responsible parties" at Superfund sites.

Under the 1980 Environmental Response, Compensation and Liability Act, EPA may pay for the cleanup out of the Superfund trust fund. But first it attempts to identify the owner, operator or other parties responsible for the contamination at the site and negotiates with them to finance the remedial work. In cases requiring fast action, EPA may use Superfund money to clean up a site and take legal steps later to recover the costs.

A review by presstime of an EPA computer printout of about 8,000 so-called "potentially responsible parties" at Superfund sites found many newspapers or companies that publish newspapers listed.

According to EPA, the list represents the agency's "preliminary findings on the identities of potentially responsible parties," and inclusion "does not constitute a final determination concerning the liability of any party for the hazard or contamination."

Newspaper companies on the list are: Press Enterprise Co., Riverside, Calif.; Albuquerque Publishing, The Denver Post; Rocky Mountain News, Denver; Bloomington (Ind.) Herald-Telephone; The Courier-Journal and The Louisville Times; The Indianapolis Star and The Indianapolis News; Battle Creek (Mich.) Enquirer; Federated Publications (Lansing [Mich.] State Journal); Knight-Ridder Inc. (The Charlotte [N.C.] Observer); Toledo Blade Co.; Gazette Printing Co. Inc., Jefferson, Ohio; Plain Dealer

Publishing Co., Cleveland; The Star-Beacon, Ashtabula, Ohio; Newspaper Printing Corp., Tulsa (The Tulsa World and Tulsa Tribune); Oklahoma Publishing Co., Oklahoma City (The Daily Oklahoman); Erie (Pa.) Daily Times and Morning News; The Philadelphia Inquirer (Philadelphia Newspapers Inc. and Triangle Publications Inc.); Evening Times, Pawtucket, R.I.; The Providence Journal and The Evening Bulletin; and The Seattle Times.

Some of the newspapers are listed under more than one site.

The computer printout is not complete, however. In addition to those listed, at least three other newspapers, The Boston Globe and The Worcester (Mass.) Telegram and The Evening Gazette, have been notified by EPA that they are potentially responsible parties at Superfund sites.

Identification by EPA is not the only way a newspaper could become liable for cleanup costs. For example, EPA conducted emergency cleanup work several years ago at a dump site in Delaware. It then sued Conscoated Rail Corp., the owner of the land on which the dump was located, and several other parties to recover its costs. Those parties, in turn, have sued others they said contributed waste to the site, including several newspapers. According to Catherine Henn, corporate counsel for The Boston Globe, the newspaper defendants include the Globe, The Washington Post and the Army Times.

Cleanup may be completed or well on its way to completion at some of the other sites. For example, the liquid

waste in a lagoon on the Swope Oil & Chemical Co. site in Pennsauken, N.J., has been transported to an EPA-authorized dump site in Alabama, reports Joseph D. Priory, vice president/legal of Philadelphia Newspapers Inc.

Since PNI was identified as a "potentially responsible party" at the site, it has taken a leadership role in cleanup efforts. But the company still contends that the mixture of roller wash and waste ink it allegedly contributed to the site is not a hazardous waste.

The argument over whether the waste was or was not hazardous is an argument the company can have later with the other potentially responsible parties identified at the site, says Priory. "Right now, we want to get on and clean up the site as a responsible corporation."

It already has been a major undertaking. According to Priory, what was estimated to be a seven-week cleanup of the surface of the Swope site—phase one of the project—turned into a nine-month endeavor because dump sites eligible to take the liquid "kept closing." There also were "huge cost overruns" because of an underestimate of the volume of liquid in the lagoon. The estimated \$800,000 cleanup cost more than \$1 million, he says.

Phase two will involve cleanup of structures on the site, capping the former lagoon area and conducting a study to determine whether there has been any contamination of the ground water in the area. Phase three, if warranted, will involve remedial work in that area. —Margaret Genovese

partial repeal of the small-quantity-generator exemption.

Under RCRA, companies are responsible for determining whether their waste is hazardous. EPA has established a set of elaborate criteria for this.

If their waste is deemed hazardous, generators are required to:

- Obtain an EPA identification number
- Prepare a manifest to accompany the transportation of the hazardous waste to a disposal facility
- Deal only with hazardous waste treatment, storage and disposal facilities that have EPA permits
- Retain hazardous waste on-site for only a limited amount of time—ranging from 90 to 270 days depending upon the circumstances—unless they obtain an EPA permit to operate a hazardous waste storage facility.

There are substantial civil and criminal penalties for failure to comply.

How do waste ink and spent solvents fare under the RCRA rules?

According to ANPA's Neergaard, black inks and AdPro\* and AD-LITHO™ color

inks should not be considered hazardous under federal regulations. However, other color inks could contain metals of concern to the EPA and might fall into the hazardous category.

He adds, however, that to maintain its non-hazardous status, waste ink should not be mixed with other pressroom wastes. A pressroom solvent may have a flashpoint below the 140-degrees-Fahrenheit limit EPA sets for an ignitability hazard. If mixed with waste ink, it could cause the entire mixture to be considered hazardous [presstime, Oct. 1985, p. 33].

Under RCRA, states may have different waste management regulations. They must be at least as stringent as the federal program and may exceed federal restrictions. For example, Massachusetts, California and some other states classify all oily waste as hazardous, which applies to oil-based news inks.

ANPA does not keep statistics on the quantity of waste ink and solvents generated by newspapers or on methods of disposal.

**THE OPTIONS.** Neergaard<sup>1</sup> indicates,

however, that some newspapers continue to dispose of their non-hazardous waste ink in sanitary landfills. That option, however, may be foreclosed shortly.

EPA is in the process of revising its regulations for non-hazardous waste landfills. It must have new rules in place by March 1988. One of the questions it has raised is whether liquids should be banned.

Some states, such as Ohio, already have restrictions in place on liquids, and some other states have proposed them.

According to Herbert L. Edelman, vice president, operations, United States Printing Ink Corp., material is available that will harden non-hazardous waste ink into a solid so that it will pass muster for disposal at landfills with such restrictions.

Some newspapers have balked at landfill disposal. For example, it is the policy of The Boston Globe "not to landfill wherever possible," says Luis Azeredo, a facilities engineering manager who is in charge of the Globe's waste management program.

Few landfills are available, and "there are too many headaches downline," he says. Moreover, there is "something wrong with landfilling liquids that have a very high Btu (British thermal unit) value," says Azeredo. He reports that waste ink has the same heating characteristics of Number 4 oil, which is used in commercial and industrial boilers and furnaces.

The Globe's disposal method of choice is incineration. Every seven weeks, an incineration company hauls waste ink from the newspaper at a cost of \$110 a barrel for offset ink and 65-70 cents a gallon for letterpress ink and solvents.

To deal with the disposal problem and also recoup some of their costs, some newspapers have turned to recycling, and some, like the Repository, have coupled it with incineration.

A manufacturer of waste ink recycling units says interest in recycling is up. "The economics of recycling are so favorable that medium-sized plants are flocking to us," says Kent T. Delano, national sales manager for Semler Industries Inc.

Some ink companies will help with equipment or advice on recycling. "We are happy to do this although, obviously, it cuts into sales," says Edelman of United States Printing Ink.

In addition, at least one ink company, J.M. Huber, will take ink back for recycling under very strict standards. "We have to ascertain it's a non-hazardous, reclaimable material before we touch it," says Andrew J. McDonnell, market manager, newspapers. □

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# The Empress Dowager didn't think much of the First Amendment.

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About 25 years ago, we stumbled on this edict—attributed to the Empress Dowager of China in the late 1800s.

We shared it with a good many of you in the media then, along with the thought that a free press and tyranny must forever remain adversaries.

The message is no less true today as challenges to First Amendment rights here at home and to free media access to events elsewhere in the world are brought to our attention daily.

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Clockwise from bottom left: 9 *San Francisco Examiner*, Rob Morse, columnist; 10 *Huron Daily Tribune*, Sandy Hogan, farm reporter; 11 *Clearwater (FL) Sun*, George Graham, editor; 12 *Laredo (TX) Morning Times*, Odie Arambula, editor; 13 *Seattle Post-Intelligencer*, Evelyn Iritani, business reporter; 14 *Albany (NY) Times-Union*, Lois Uttley, executive city editor.

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# Tax Bill May Benefit Newspapers, But Early Effects Could Hurt

BY MARTIN CASEY

Most analysts list the newspaper business among "winners" under the Tax Reform Act of 1986, which in late September was awaiting final congressional action. However, if the bill passes intact, newspapers may suffer a heavier federal tax bite over the next 18 months of tax liability because deductions and credits will be eliminated right away, and lower tax rates won't take effect until July 1, 1987.

Especially hard hit will be those making substantial capital investments now.

Newspapers that have been paying an "effective" tax rate of more than 40 percent are expected to benefit in the long run, as the top corporate rate drops from 46 to 34 percent. (The "effective" tax rate reflects actual taxes paid as a percentage of income; it factors in the various deductions and credits that can be subtracted from income or tax liability.) Most newspapers have been able to take relatively few deductions and credits and thus have been paying relatively high effective rates.

Even so, at the outset, newspapers may

*Especially hard-hit will be those making substantial capital investments now.*

find themselves hard hit by the new tax law—especially if they had planned on taking a sizable investment tax credit on their 1986 tax return. The House-Senate conferees agreed to eliminate investment tax credits for property placed in service after Dec. 31, 1985. This retroactivity will hurt companies with large capital investments this year—and publishers responding to ANPA's 1986 survey on capital expenditures were projecting they would exceed \$1 billion [presstime, June 1986, p. 86].

Repeal of the investment tax credit has been in the works since 1984. The major flat-tax bills in Congress and the Treasury Department's November 1984 tax-revi-

sion proposal all included its repeal. President Reagan's 1985 proposal also contained a repeal provision, as did the bill that passed the House late last year and the Senate bill that passed in May.

The Senate and House versions contained different provisions to phase in the repeal. But in the conference committee that reached agreement Aug. 16, both sides folded on their transition rules as conferees struggled to formulate new language that would not cost the U.S. Treasury any revenue loss.

The conferees did allow staff to write a transition rule on the investment tax credit to cover property contracted for in 1985 but not delivered until early 1986. The agreement also allows carryovers to 1987 and 1988 but at reduced amounts.

**DILUTED COST RECOVERY.** Depreciation goes hand-in-hand with the investment tax credit in today's tax considerations involving capital investment. And the new tax law generally slows down the process of cost recovery through depreciation for property placed in service after Dec. 31 of this year.

The new law stretches allowable depreciation under the Accelerated Cost Recovery System, or ACRS, over more years. (See accompanying chart.) Although there is acceleration of cost recovery in some cases, the net result appears to be less of a tax advantage than under current law.

Changes in the tax treatment of capital investments for minimum tax purposes may force some newspapers to pay more federal taxes in some years.

Newspapers generally have not been subject to minimum tax provisions—again due to their relative inability to take advantage of substantial tax preferences. But the new law would impose a 21-percent "alternative" minimum tax on a broader base of tax benefits, including ACRS as well as a sum equal to half the amount by which book value exceeds the alternative minimum tax income. These provisions are effective for years after 1986, the book-value provision is controversial and changes in 1989 to one-half of earnings and profits.

**Effect of Tax Bill on Accelerated Cost Recovery (Depreciation)**  
(For equipment placed in service after Dec. 31, 1986)

| Equipment                                                                                                    | Current law |                     | New law |                  |
|--------------------------------------------------------------------------------------------------------------|-------------|---------------------|---------|------------------|
|                                                                                                              | Years       | Method              | Years   | Method           |
| Cars and light trucks<br>(Under 6.5 tons unloaded)                                                           | 3           | 1.5DB <sup>1</sup>  | 5       | 2DB <sup>2</sup> |
| Office equipment and furniture, presses and other printing equipment, pulp and paper manufacturing equipment | 5           | 1.5 <sup>1</sup>    | 7       | 2DB <sup>2</sup> |
| Non-residential real estate<br>(excluding land)                                                              | 19          | 1.75DB <sup>3</sup> | 31.5    | SL <sup>4</sup>  |

<sup>1</sup>One-and-a-half declining balance, in which 150 percent of the annual equal share may be deducted in the early years.

<sup>2</sup>Double-declining balance, in which up to twice the annual equal share may be deducted in early years.

<sup>3</sup>One and three-quarters declining balance, in which 175 percent of an equal share may be deducted in early years.

<sup>4</sup>Straight line, in which equal shares of the investment are deducted each year.



The inclusion of ACRS may make some smaller newspapers especially vulnerable to minimum tax for years in which large capital investments are made. Those newspapers will benefit from the ACRS provisions but probably not to the extent they would under current law.

Another effect of the new tax law may be to foster a hurry-up strategy this year in business mergers and acquisitions—possibly followed by a decline in those activities in 1987. This is due to repeal of what is called the “General Utilities” rule. Current corporate tax laws generally do not recognize gain in distributions of appreciated assets, but the new law recognizes full gain for acquisitions completed after 1986.

In the long term, this change may not result in significant changes in acquisition trends. In the short term, it means that negotiations going on now may be speeded up in an effort to close deals before the end of the year.

There will be more taxes paid after this year when acquisitions occur. This will affect price negotiations, and it may take a year or so for prices to become once again attractive both to buyers and sellers. (Some media organizations attempted unsuccessfully to oppose repeal of the “general utilities” rule.)

Several other elements of the new law are of interest to newspapers, as they are to all businesses. Among them:

- Corporate capital gains tax rates effectively move from 28 percent to 34 percent, effective 1987.

- Only 80 percent of business meals and entertainment costs will be deductible, effective 1987.

- Changes affecting employee plans and benefits may force managers to reassess their pension plans. For example, current rules offering an alternative for plans not covering at least 70 percent of employees will be tightened for plan years beginning after 1988.

Also, effective after this year, increased penalties on pension plans will apply in some cases of early separation from service.

And a new 15-percent excise tax will be levied on aggregate annual plan distributions of more than \$112,500 (indexed) on benefits accrued after Aug. 1, 1986. Deferrals under 401(k) plans will be limited to \$7,000 after 1986.

Another change provides that employees achieve full pension vesting in five years for plan years beginning after 1988.

**INDIRECT EFFECTS.** The new law may help newspapers in some states where pressure for increased revenue is threaten-



Rostenkowski (left) and Senate Finance Committee Chairman Bob Packwood discuss tax bill.

ing current exemptions from state sales and use taxes. States with income taxes based on federal taxable income will be taxing a higher figure that results from the cutbacks in allowable deductions and credits. This may provide states with financial windfalls—and thus ease pressures for removing existing sales tax exemptions.

An unknown factor is whether the lower tax rates will encourage businesses to spend more on advertising. Some analysts stress this as part of the reason they view newspapers as “winners” under the new tax law.

But some publishers are skeptical. Advertisers looking closely at their after-tax advertising costs will note that the lower tax rate reduces the advantage of the business deduction—including advertising costs. Today's deduction is worth up to 46 percent. After July 1, 1987, it will be worth no more than 34 percent. Thus, advertising and other business expenses could cost about 22 percent more in after-tax dollars.

**WHAT'S NOT IN IT.** For newspaper publishers, what's not in the bill may be as important as what's in it.

During the two years of legislative skirmishes over tax revision, the newspaper business was effective in fending off several proposals that would have directly affected it [presstime, Sept. 1986, p. 4].

The threat that loomed largest was a proposal to disallow 20 percent of business-tax deductions for advertising costs. Similarly, there was a plan to deny all deductions for the costs of tobacco advertising.

Neither proposal became a part of any legislative version of the tax act, owing at

least in part to opposition from newspapers and other media.

Several of the early flat-tax plans posed another threat by suggesting amortization of the deduction for newspaper and magazine circulation costs. ANPA and the Magazine Publishers Association worked to explain why circulation is more a normal business cost than a “tax preference,” even though it is listed among “preferences” for minimum tax purposes. In final form, the tax act keeps the full deduction for circulation costs.

In another matter important to newspapers, the news-gathering exemption to federal excise taxes on long-distance telephone calls was not changed in the new tax law.

Regardless of the landmark nature of the tax-revision measure that is close to becoming law, congressional work on the tax front will continue in the months to come. There has been talk about another tax bill that would generate additional revenues—for example, through an oil-import or excise tax increase—to combat the huge federal deficit. Among other things, such legislation could serve as a vehicle to “correct” any problems that materialize as a result of the new tax law.

And House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) has said income tax rates will need to be raised relatively soon to deal with the deficit. It's this kind of political talk in Washington that's beginning to make business leaders wonder whether they should have supported, as many did, the Senate tax bill last spring. The prospect of lower rates was driving that support. Congress conceivably could raise those rates before they are fully effective in calendar 1988. □

# PLATES MAKE A

BY ROSALIND C. TRUITT  
presstime technical writer

**W**ith quality reproduction paramount in the minds of those who print newspapers, every aspect of the printing process is being scrutinized to determine whether improvements can be made—and plates are no exception.

Contemporary plate research by the ANPA Technical Research Department and by plate manufacturers centers on making long-wearing flexographic, letterpress and offset plates that hold up after thousands of impressions. This is a major concern because stopping to replate a press during a run is a costly procedure, both in time and materials.

"The research is important to newspapers," says ANPA Director/Technical Research George Cashau, "because of everyone's desire to print quality, and good plates are a large part of that. I don't think anyone takes plates for granted."

Another factor highlighting the importance of plate research, Cashau notes, is the fact that "The new environmentally safe inks and fountain solutions required a change in the chemistry of plates."

In addition to the common objective of plate durability, manufacturers of direct and offset printing plates have separate concerns.

Offset plate manufacturers continue to refine their products, working to ensure that plate chemistries keep up with environmental standards, for example.

But the most concerted plate research and development these days seem to be in the area of letterpress and flexographic plates.

Letterpress plate companies are working to hold on to the customers they have by developing plates that lock up more easily on the press. A surer lockup means better registration.

Manufacturers of flexographic plates, meanwhile, are moving into an entirely new era. Flexography, which has been in use for many years in the packaging and labeling industry, is new to the newspaper industry. Platemakers have been required to develop products that satisfy the unique properties of newsprint and water-based ink, a project that heavily involves ANPA technical researchers.

Of late, the manufacturers have been

moving away from making just serviceable flexo plates and toward plates that are consistent—a move they feel will draw even more converts to flexography [presstime, July 1986, p. 44].

**LIGHTWEIGHTS.** Regardless of the process involved, the printing plates of today are a breed apart from those of the old hot-metal age. It doesn't take a beefy weightlifter to plate a press anymore. Plates are now made from lightweight, flexible materials ranging from aluminum to plastic.

Costs range from 60 cents to about \$3 per plate, and a newspaper of 50,000 circulation might expect to spend about \$200,000 a year on them.

More than 25 companies currently manufacture printing plates for the newspaper industry.

Most of the newspapers contacted by presstime—letterpress, offset and flexographic users—indicate that more often than not they're pleased with the reproduction plates now yield. They hold dots better and offer sharper reproduction than did the plates of five or 10 years ago, experts say.

They are quick to add, however, that nagging, random problems remain.

To achieve optimum printing quality, ink, fountain solutions, paper and plates must work together in a delicate balance. This is not always the case. And although ANPA technical staffers and newspaper production personnel are reluctant to single out plates as the lone culprit when problems develop, some cast a suspicious eye in their direction.

The primary problems include:

- **Plugging**, a letterpress and flexographic problem. Shadow dots on the plate fill in with lint, ink and other foreign matter, resulting in "muddy" halftones and blurred letters.

- **Toning**, a graying of background that affects offset printing. Experts believe ink particles fill in on the non-image areas of the plate.

- **Tinting**, also an offset problem that

## ANPA and manufacturers address the subtle, nagging plate problems that can mar print quality

results in a dirty or gray background. It is believed to be caused by the incompatibility of ink and fountain solutions.

- **Scumming**, an offset plate problem that is believed to be caused by an ink and water imbalance. Wa-

ter fails to keep the non-image area of the plate clean, and once again, a gray background is the result.

Solving these problems is a primary concern of the ANPA Technical Committee's Direct and Offset Printing Developments Task Force. In that regard, the Association's Technical Research Department is seeking to develop plates that can resist tinting, toning, scumming and plugging and can withstand long press runs.

Plate manufacturers, while defending their current offerings, acknowledge that the next generation of plates is in research and development.

"Continuing development in plate technology is important to newspapers, and there's a lot of serious research going on," notes ANPA's Cashau.

**FLEXOGRAPHIC RESEARCH.** In the plate field, "Flexography is the driving force right now," says Richard J. Finn, national sales manager for W.R. Grace & Co., which manufactures both flexographic and letterpress plates and platemaking equipment.

"There's still a lot of work to be done," Finn says. "I agree with those who say the best flexo is better than the best letterpress but the best flexo isn't better than the best offset—yet. Of course, most newspapers don't print the very best offset every day. It's hard to do that consistently."

He acknowledges there were plugging problems early in the testing of flexography's application to newspaper publishing, but he questions whether plates alone were responsible. And he says such problems have been largely eliminated with changes in plate chemistry.

The Grace executive adds that most plugging problems have cropped up in the

# BIG IMPRESSION



Andrea Mihalik

Wolfe of The Morning Call checks dots on letterpress plate.

early stages of new flexographic installations or when new combinations of ink and paper are used.

That's been the case in Long Beach, Calif., where Pressroom Supervisor Fred Kelliff says that until recently the Press-Telegram experienced serious plugging problems with its new flexo units.

"The situation isn't such that the layman picking up the newspaper on the newsstand would notice it," Kelliff says. "But we can see it, and we don't want it."

Besides the plates, ink viscosity is being studied as a possible cause of the plugging, Kelliff says.

The problem has been confined primarily to the two newest black-and-white units. He reports that the older flexo units, printing both black-and-white and color, haven't been a problem.

The Journal and The Bulletin in Providence, which have been testing the flexographic process since 1981, have been pleased enough to purchase 18 units of flexo for a new printing plant currently under construction. Pressroom Superintendent Thomas Pendergast Jr. says the plates being used are due a large measure of the credit for the newspapers' consis-

tent printing quality.

The plates hold dots well, he says, adding that even after 165,000 impressions, the pages look as good as those printed at the beginning of the press run.

"Everything's changed," says Pendergast, who's worked in production at the newspaper since 1969. "Quality demands are much different now. They're much higher. In those days, your primary concern was getting to the street corner first with your news. Now, we're concerned with how the newspaper looks. The plates are part of that."

Research has resulted in flexographic plates that primarily use steel for their backing or "substrate." Aluminum plates are too soft to stand up to the flexographic printing process, and polyfibron—a paper-like material—cannot be used because it is water soluble and won't hold up to a press run with water-based inks, plate companies say.

The manufacturers say their latest research focuses on making flexo plates even more impervious to water.

Cashau and newspaper production executives urge another research and development goal: a softer flexo plate that

would permit a smoother ink transfer while providing a crisper image. In the past, softer plates experienced plugging after 2,000 impressions or so, a problem that could be solved only by stopping the press and washing the plate.

Equally as important as the plate backing is the plate chemistry—a light-sensitive polymer that is laminated to the plate. Research and development into plate chemistries is a constant process, and companies closely guard their formulas.

Another goal newspapers have is to be able to produce flexographic plates faster; processing flexo plates takes longer than offset, and critics say that makes flexo more labor intensive.

ANPA will conduct additional flexo plate research after its new flexographic press, donated by press manufacturer Tokyo Kikai Seisakusho, is up and running—perhaps by the end of this month, Cashau says.

**LETTERPRESS LIVES.** Understandably, much of the research attention these days is focused on flexography, but that doesn't mean work has ceased on letterpress plates. Several different types of letterpress plates have been developed since ANPA researchers first came up with a plastic letterpress plate in the late 1960s.

Allen C. Wolfe, composing supervisor for The Morning Call in Allentown, Pa., says the letterpress plates being used there are much improved. "When we first switched from zinc to plastic plates about 10 years ago, neither of us, the newspaper or the manufacturer, knew what we were doing. They had to learn to make them, and we had to learn to use them," he says.

But Wolfe has few complaints with today's plates. "In the beginning, plates were too thick and too sort to get good impressions. The halftones were muddy, shadow dots were plugged up and reproduction was 'squishy,' not sharp. We worked with the manufacturer, and now the plates are much improved. We don't have those problems. Dots are sharper and overall, reproduction is better."

Although some people in the business might find it difficult to believe, the letterpress process still is responsible for a large portion of newspaper printing. Recent sta-



tistics compiled by ANPA indicate that more than 300 U.S. daily newspapers have about 3,400 letterpress units.

Albert Lenos, national marketing manager for the BASF Corp.'s Information Systems Printing Products division in Bedford, Mass., whose products include letterpress and flexographic plates, says flexo hasn't completely overshadowed letterpress.

"It's a fairly constant market in that it's not growing, and other processes, flexography and offset, are encroaching on it," Lenos said. "It's a good market, though, and we want to preserve the market we have. We do that by making quality improvements so that letterpress stays competitive with the other processes and those who use it don't feel compelled to switch to another process."

Although letterpress no longer is the dominant newspaper printing process in the United States, it is still the favored method in many other countries around the world, observes Lynn Laing, marketing services coordinator for NAPP Systems (USA) Inc. in San Marcos, Calif.

Aluminum is the material most widely used in manufacturing letterpress plates, because aluminum plates are easy to handle, easy to mount on the press and have scrap value, production experts say.

Steel plates are becoming more popular because they can be used with magnetic lockups, giving surer registration. They do have a small disadvantage, though. Some pressroom workers using them for the first time have cut their hands on the plates' sharp edges. Such mishaps become less frequent the more they are used, says Finn of W.R. Grace.

Polyfibron plates are the cheapest but the most difficult to lock up on the press, plate manufacturers say. Many newspapers use steel or aluminum plates on the color or front-page work and use the polyfibron plates for all other pages.

Because polyfibron plates are more difficult to mount, they don't yield as accurate registration as do steel or even aluminum plates, nor do they last for as many impressions, production managers say.

**OFFSET PROBLEMS.** As for the majority of daily newspapers—those being printed by offset—production executives say they are generally pleased with their plates, although periodic problems occur.

John M. Saltisiak, assistant production director for The Virginian-Pilot and The Ledger-Star in Norfolk, says his newspaper goes through some 350,000 plates annually, and he has seldom encountered a bad one since the paper switched to offset in 1980.

## A Solution to 'Toning' Is Tested

Less than a month ago, The Tampa Tribune experienced perhaps its worst run of toning problems. The graying of the background on the pages ruined about 30,000 copies.

Since then, the newspaper has cut its waste to less than 2,000 copies on a 260,000-copy press run by exposing its gummed offset plates a second time with an ultraviolet light.

Andy Sheppard, the newspaper's quality assurance manager, says his staff scoffed at the idea when proposed initially by an Anchor/Lithkemko sales representative. The company makes press and platemore supplies. "But," Sheppard says, "We were so desperate, we'd try anything."

Developing an offset plate has meant following these steps: The plate is coated with the photosensitive chemical, diazo resin, and then exposed with the negative on a light table that fuses the diazo as an image to the plate.

When the plate is washed, the exposed diazo in the image area becomes ink receptive and unexposed diazo in the non-image area washes away. Gum is applied to keep the non-image area water-receptive, but fountain solution often washes it away during the press run.

Toning, many experts believe, is caused when the non-image areas of the plate become sensitive to ink. They believe the sensitivity occurs when particles of diazo fail to wash off the non-image areas, thus attracting ink to them.

On the other hand, pressroom manager Charles Edwards says The Orlando Sentinel has had what he feels are plate-induced tinting and toning problems for several months. By backtracking through the printing process, he has eliminated other possible causes.

Edwards notes that the stops and starts to put on new plates have caused considerable newsprint waste.

E.G. Mills, pressroom supervisor for the St. Petersburg Times and Evening Independent, also has played detective and concluded that plates are responsible for some printing problems there. For instance, he says, the newspapers sometimes get an almost imperceptible and unwanted black line at the top of the printed page.

For a time, Mills thought the chemical reaction between the plates and the devel-

What Anchor/Lithkemko discovered was that the exposure to the plate the second time with ultraviolet light seems to cause a chemical reaction; the gum bonds to the plate and prevents the diazo particles from attracting ink in the wrong places. Apparently, the process also enables the plate to attract water more easily to the non-image areas, which also helps to prevent toning.

Sheppard says the Tribune has positioned an ultraviolet light about an inch above the plate conveyor. The second exposure made with the light lasts three to four seconds—about one-third as long as the original exposure.

Sheppard says the newspaper is "saving a lot of money because we don't have the waste we've had."

James F. Meister, president of Anchor/Lithkemko, says the discovery was made a few weeks ago as the Orange Park, Fla., company ran a variety of tests to pinpoint the cause or causes of toning.

"Obviously, this isn't anything we'll make any money from, but it's been such a problem in the industry, we wanted to let people know about it," Meister says.

Harshad Matalia, ANPA research associate/engineering, says about a half-dozen newspapers have been using the re-exposure method for several weeks, and all report good results. Further study is necessary to determine whether this is a permanent solution, but Matalia suggests newspapers with toning problems try it. —Rosalind C. Truitt

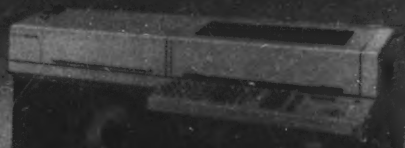
oping solution was to blame, but now he's not so sure.

Robert T. Weaver, product manager for Western Lithotech, a St. Louis offset plate manufacturer, says offset plate technology is a slow evolution, with minor improvements rather than major breakthroughs the norm. Unlike the quicksilver world of computers, "plate technology is measured in subtle differences," Weaver says.

"Newspapers are printing much better color with much of the same equipment they had five years ago," Weaver observes. "The big difference is in the plates, which are much improved over what they were five years ago. The total amount a newspaper pays out for plates may not be large when you look at presses or other equipment, but that one plate can have a dramatic impact on the printing process as a whole." □

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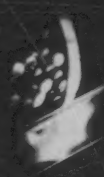
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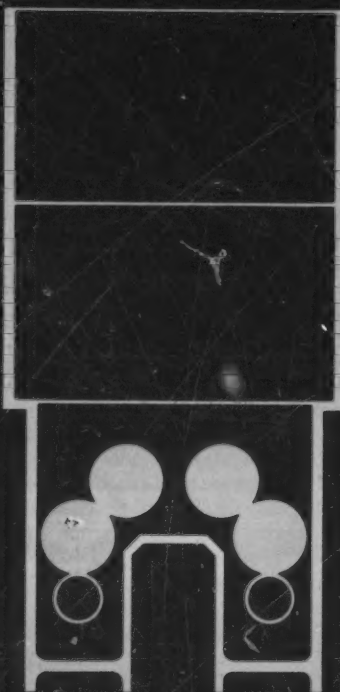
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# AD NETWORKS

*Groups made up of separately owned newspapers find success in selling preprint delivery under a one-buy, one-bill system*

BY C. DAVID RAMBO  
presstime staff writer

**T**he Winn Dixie food stores' Raleigh, N.C., division runs preprinted ads in 60-65 newspapers every week. For many advertisers, that would mean paying 60-65 different bills and handling all the accompanying paper work.

But thanks to a special marketing network set up among those papers, Winn Dixie buys them all with just one insertion order and one bill.

"It streamlines, simplifies our work," and saves Winn Dixie money, says Ivan Hardesty, advertising director of the Raleigh division.

The newspaper network so beneficial to Winn Dixie's ad buys is one of three that have sprung up across the country during the last couple of years to facilitate the placement of preprinted advertising in multiple newspapers [presstime, Feb. 1985, p. 14].

So far, the preprint networks have been responsible for hundreds of multiple-newspaper insertion orders. Those who are using them like their potential, and more are planned.

Successful preprint networks have been set up by the Newspaper Advertising Bureau, which oversees the Winn Dixie project; the Atlanta office of Landon Associates, a New York City advertising representative firm; and McClatchy Newspapers in California.

In addition, newspapers are attempting to set up other networks for preprint sales in at least two locations—Florida's west coast and North Carolina.

The concept of selling ads for two or more unrelated newspapers is not new. It dates back at least 60 years, when the Washington Newspaper Publishers Association began a one-order, one-bill service for run-of-paper advertising in its member newspapers. Many state press associations now provide such services for both ROP and classified advertising. The latter has proved especially popular for some types of real estate such as recreational property.

Another form of classified networking—for recruitment ads—cropped up five months ago in Southern California between four separately owned dailies. Knight-Ridder Newspaper Sales is coordinating the operation for Knight-Ridder's Press-Telegram in Long Beach; The Orange County Register of Santa Ana, owned by Freedom Newspapers; The Daily Breeze of Torrance, owned by Copley Newspapers; and the Daily News of Los Angeles, owned by Jack Kent Cooke.

Networking for preprints, however, is a recent development.

The largest preprint network operation to date is the one run by Landon. As an example, in July it put together 19 networks for 6 million circulars; each net-

work consists of one advertiser's circular being placed in 5 to 300 participating newspapers. Advertisers are characterized as "regional" firms such as Family Dollar, Shoe World and Auto Shack. (K mart, the national discount store chain that is a mainstay of the shared-mail endeavors of Advo-System Inc., is not among Landon's customers.)

Newspapers that have been beneficiaries of Landon's networking are located mainly in the Southeast, but some in Arizona and Maine also have participated.

**PURSuing NEW MONEY.** Jeffrey A. Deitz, Landon's southern regional sales manager, says he strives to target prospective clients that do not currently use newspapers as a medium for their message. "We just worry about getting it out of the mail and off the TV screen," he explains.

Another Landon strategy is to approach an ad buy from an advertiser's perspective. That is, Landon's staff members "look at problems from the advertiser's point of view." They seek to present market data from each newspaper in a simplified and standardized manner.

"Newspapers don't get the (ad) share they deserve because they are difficult to buy," Deitz says. "If you make a popular product easy to buy, you'll sell a lot."

Landon sells using one insertion order that covers all newspapers an advertiser wants to use. The advertiser can receive bills from each newspaper, or a single bill. In the latter case, paper work shifts from Landon to yet another party, The Greenville (Tenn.) Sun, which for a fee handles billing for the Landon networks.

In that arrangement, the Sun—using insertion information provided by Landon—calculates amounts owed to each participating newspaper and issues checks to those papers from accounts set up by

Powers (right) of Big Valley Distribution discusses his eight-newspaper network with Gary Augustin of PayLess Drug Stores in Sacramento.



Landon. Mary Cross, who runs the Sun billing operation, says the system uses a Radio Shack computer and off-the-shelf software called "Run Time" to keep track of who is owed what.

Despite networking's apparent potential for success, some experts say there are limits to its effectiveness.

For example, James H. Hollis, senior vice president/mass merchandising of the Newspaper Advertising Bureau, says the concept works better in smaller markets, partly because many big papers would prefer to handle their own preprint marketing.

Opportunities rest "primarily with small, regional advertisers" that use small newspapers with small circulations, Hollis continues. Such advertisers can save on bookkeeping when buying through a network, he notes, and they sometimes may benefit from national ad orders and from one-shot campaigns such as a manufacturer's notice of a product recall.

NAB is modestly involved in preprint networking in the Southeast and in Indiana and Kentucky. Its strong suit is presenting data and circulation maps on different newspapers in a common format.

Landon's Deitz largely disagrees there are market-size limitations on networks. He points out that his network serves many large-circulation newspapers including The Commercial Appeal of Memphis, The Tennessean of Nashville and The Baltimore Sun.

Deitz acknowledges, however, that establishing such networks takes "a tremendous amount of work" and time. It is very detail-oriented—mainly because of the mass of information that must be kept about all the newspapers.

Landon is paid for its network service by the newspapers. In the NAB network, payment for the service varies—sometimes the newspapers pay, sometimes the advertiser.

Networks also require attention to legal detail, specifically possible antitrust problems. Executives involved say if handled properly, problems can be avoided. They recommend legal consultation.

**LOCATION A FACTOR.** Another factor affecting the viability of networking for preprint sales is geography. Big Valley Distribution Co. of Sacramento, a division of McClatchy Newspapers, has acted as preprint sales agent for eight newspapers in California's Central Valley since 1984. Three are McClatchy papers, two are owned by Gannett Co., one by Leshner Communications, one by McNaughton, and one is an independent.

Big Valley Marketing Director Glenn

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### *Establishing networks takes "a tremendous amount of work" and time. It is very detail-oriented.*

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W. Powers says the network has more than 1 million circulation, including 600,000 paid and 400,000 in non-subscriber coverage. "We can offer an almost contiguous marketing area," he says.

Since its inception, Big Valley has used its "one-order, one-rate, one-bill situation" to woo most of the area's major preprint advertisers to newspaper folds. A prize catch was K mart, which shifted from a mid-week Advo mail program to newspapers.

As these projects make headway, others are starting to surface. A collection of seven newspapers on Florida's Gulf Coast has hired a local advertising agency to go after preprint advertising. Supermarkets and fast-food companies are high on the target list.

Leo L. Kubiet, vice president and advertising director of the St. Petersburg Times and Evening Independent, sees "an unlimited opportunity that should serve advertisers as well as newspapers in a very big way." Networking can save much

time for advertisers just by simplifying all the different newspapers' marketing data. The various terms and variables "can be a maze for advertisers," he observes.

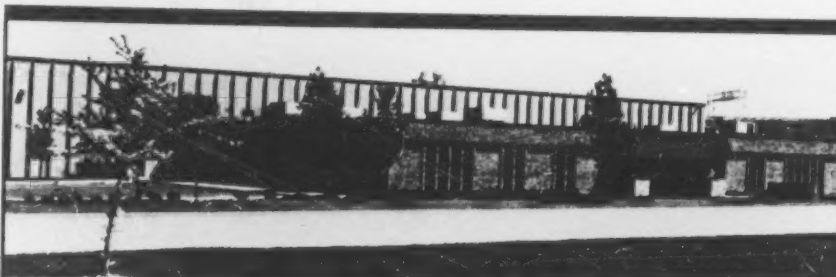
John W. Roell, advertising director of The Tampa Tribune, says networking for preprint sales provides a needed "synergistic effect."

Another new networking effort is planned in one of the networking areas where both Landon and NAB have been active—North Carolina.

Fred D. Crisp, advertising director of The News and Observer and The Raleigh Times, says the North Carolina Press Association is considering formation of a network of newspapers to sell preprints to statewide and regional automobile dealer associations. Those associations spend millions in broadcast media every year to promote the sale of cars. "Newspapers get very little of it," he says, mainly because newspapers have not yet tried offering the dealer groups the ease of a network buy.

Crisp says the primary goal is to go after money spent on the "glamour medium," television. Selling preprints can help alleviate "the old agency thorn in the side with the differential of (ROP retail and national) ad rates," as well as the aggravating problem agencies have buying ROP advertising when some newspapers do not print color, or do not print it satisfactorily.

"This seems to be the easiest sale (for the press association) to start with," Crisp says. Then again, he quips, "We might not sell an inch." □



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# J-School Boards

*Working journalists offer advice to academia based on their experience and expertise. They also help raise money.*

BY MARGARET GENOVESE  
presstime staff writer

Some colleges call them "boards of visitors," others "advisory councils." They may be made up of alumni who have made good in the communications field, media stars from across the country, or local press luminaries.

And they appear to be on the rise.

No one keeps track of how many of the nation's approximately 250 schools of journalism have these blue-chip boards. Most schools probably do not, although "a growing number do," says Richard R. Cole, president of the Association of Schools of Journalism and Mass Commu-

nication, the national organization of journalism school administrators.

Cole is considering establishing one at the University of North Carolina School of Journalism, where he is dean. "They make possible a good dialogue between the professors and the professionals," he says.

There even has been some talk in the Committee on News and Editorial Education, an organization made up of journalists and educators, of urging every J-school to have an advisory council.

Typically, the boards give advice to the J-schools on a wide range of topics, such

as how to limit enrollment, what new programs to pursue and what equipment to purchase. They also are useful in recruiting faculty and students. And they may get involved in fund raising.

At the University of Texas, for example, one function of the College of Communication Foundation Advisory Council is "to open doors for fund-raising opportunities," says Dean Robert C. Jeffrey. But, he adds, the council is also used to advise the college on curriculum and to assist in locating and attracting faculty.

Asked for examples of where his school has implemented recommendations made



Alf Goodykoontz (head of table, back of room) of Richmond Newspapers presides over advisory board meeting at Virginia Commonwealth University's School of Mass Communications. Other members are (clockwise from left foreground) H.W. Goodall III, Continental Cablevision; William Westbrook, Westbrook Inc. ad agency; Norman G. Beatty, The Colonial Williamsburg Foundation; David W. Brown, VCU; Laura Cameron, Style Weekly, Richmond; George T. Crutchfield, VCU School of Mass Communications; James Kent, WDBJ-TV, Roanoke, Va.; Thomas R. Roe, A.H. Robins Co.; Louise C. Seals, Richmond Newspapers; and June O. Nicholson, VCU.

Kevin Morley, Richmond Newspapers

by its advisory council, Jeffrey cites a master's program that combines communications and business-administration studies, which was established three years ago, and a master's program in medical writing, which is in the process of gaining state approval. Both were suggested by a council task force responsible for generating ideas for curriculum innovations.

Another task force, on recruiting and retaining minority students, proposed establishment of a Visiting Minority Adjunct Professor program, which began last year, Jeffrey says.

Some of the advisory panels, like the one at Texas, go back a decade or more. But several were established more recently by new administrators with new agendas.

Northwestern University's Medill School of Journalism established a board of visitors in November 1984. "We needed the advice and counsel because we are changing things here at Medill," says Dean Edward P. Bassett, who was named to his post earlier that year.

Similarly, the College of Journalism at the University of Maryland established a board of visitors in 1983, two years after Reese Cleghorn became dean. "I knew that I wanted to do this when I came in," he says.

One of the board's first tasks was to help the school develop a five-year plan, which was unveiled a year ago [presstime, Nov. 1985, p. 54]. "I think [board members'] participation in the development of our five-year plan gave it great credibility," Cleghorn says. "We didn't want a sort of blue-sky plan. We wanted something that people would [look at and] say, 'Yeah, that's achievable.'"

**WINDOW DRESSING?** Even though these boards may resemble corporate boards of directors, they have no inherent power.

"It is an advisory board, and the members understand that," says Edmund B. Lambeth, director of the University of Kentucky's School of Journalism, referring to his school's board of visitors. "But they also appreciate that their advice is listened to with a great deal of respect and authentic appreciation."

The Kentucky board was established in 1983, two years after Lambeth was named director. Its members are "smart people" who "respect academic autonomy," Lambeth says. "They are not so cornball that they think they are going to vote through a new curriculum."

The effectiveness of such boards depends largely on what a given school wants to do with them, "and that's going

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*"They are not so cornball that they think they are going to vote through a new curriculum."*

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to vary from faculty to faculty, school to school," notes Ted M. Natt, president of Allied Daily Newspapers. That Pacific Northwest association recently criticized some journalism schools in the region for being out of touch with practical newspapering [presstime, July 1986, p. 70].

Advisory boards can be just "window dressing—bring them in, pour them a cup of coffee, pat them on the back, tell them about what you have been doing, listen to what they have to say, pat them on the back as they go out the door and go about your business," he says.

But at the University of Texas, Advisory Council Chairman Pickard E. Wagner says his group is persistent in pushing for the programs it views as desirable. "If there are differences or disagreements between the board and the faculty and staff over how quickly to move into new programs, or whether to move into them at all, we continue negotiating, we don't just drop the ball," says Wagner, who retired last year as director of media relations for American Telephone & Telegraph Co. in Washington, D.C.

He adds that the faculty may think "we are providing more advice and less consent than it would like."

**STAR-STUDED ROSTERS.** The rosters of some of these advisory councils read like a Who's Who of the Media, including the heads of some of the nation's largest newspaper groups.

In 1980, Texas reorganized its council, which had been made up largely of Texas publishers, to include more out-of-state members. Fewer than 50 percent are graduates of the school.

Similarly at Maryland, a minority of visiting board members have old school ties. "We wanted a board that would work closely with us, a prestigious board to give us a sense of what the best professionals in the field think a journalism school should be doing," Cleghorn says. "We chose people who, for the most part, had not been identified a great deal with us because we thought of this as a reaching out beyond the immediate contacts."

But other schools have opted to have their boards composed largely of people who either work in areas close to the school or who are alumni. "When you have people the caliber of [newspaper executives] Gene Patterson in St. Petersburg and Tom Johnson in Los Angeles, it doesn't make much sense not to go to them," says J. Thomas Russell, dean of the Henry W. Grady School of Journalism and Mass Communication at the University of Georgia.

The half-dozen school administrators contacted by presstime say their advisory councils meet as infrequently as once a year and as often as quarterly. At Virginia Commonwealth University's School of Mass Communications, Director George T. Crutchfield says members of the school's two-year-old advisory board are "so enthusiastic" they have suggested convening every other month.

The size of the boards ranges from less than a dozen members to well over two dozen. None of the professionals is paid for participating, most pay their own expenses to attend meetings and some even serve as hosts for off-campus meetings.

Why do they agree to membership on an advisory board? "I feel very strongly that one of our real resources in our business is the person who comes into our editorial and advertising departments just out of college or soon thereafter," says Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., who serves on the Texas advisory council and also has been a member of the board at Georgia.

"If journalism schools are creating a resource for us, I think it is very important for us, as customers, to understand what that process is and have some input into it." If newspaper professionals do not make this effort, they have only themselves to blame if they do not like the quality or relevance of the product that comes out of the J-schools, Marbut says.

James K. Batten, president of Knight-Ridder Inc., serves on the boards at Texas and Northwestern. Aside from whatever advice and assistance he can provide to the schools, Batten says the involvement benefits his company. In the case of Texas, where Knight-Ridder owns no newspapers, it provides better connections with newspapering in the state. In the case of Northwestern, it provides close ties to a school from which it has hired many employees.

From a personal perspective, Batten says, "It's stimulating and helpful to be in touch with first-class academic people who are working in the fields that I'm concerned with." □

# To Avoid Conflicts, Many Newspapers Adopt CODES OF ETHICS

BY GENE GOLTZ  
presstime staff writer

Once upon a time there was an unwritten adage about newspaper people, and it went something like this: A newspaper reporter should never 1) get married; 2) have children; 3) buy a home.

The rules were never printed in anyone's management manual, and if no one took them seriously, they did have an element of sardonic humor and bitter truth. The average reporter worked long and irregular hours, moved around like a vagabond, and got paid just enough to more or less pay the rent, buy meals and pay the bar tab.

Nowadays, evidence indicates that reporters earn enough to support a family, buy a home and have a little left over. At larger newspapers, newsroom salaries of \$30,000 to well over \$40,000 are common. Employees at Newsday recently approved a contract that will pay a

minimum of \$1,000 a week for reporters and copy editors with five years' experience as of April 1, 1989.

This rising affluence among reporters and editors has been accompanied by a surge in the number of newspapers adopting codes of ethics.

News executives contacted by presstime do not believe there is a major problem of reporters and editors making investments and then coloring the news accordingly. But most say codes should be enforced to help ensure it won't happen.

The Chicago Tribune, for example, has a code that calls for all Tribune staffers to fill out a disclosure statement once a year. They are asked to reveal sources of outside income as well as civic and political involvement.

The code also stresses common sense as a guideline and cautions staffers to avoid the appearance as well as the reality

of conflicts of interest.

Editor James D. Squires believes that these and other safeguards prevent reporters from getting into conflict-of-interest situations, even if they wanted to.

"What the public doesn't realize is that there is a really well-honed antenna for bull in the newsroom," he says. "The reporter's ability to manipulate the stock market just is not there."

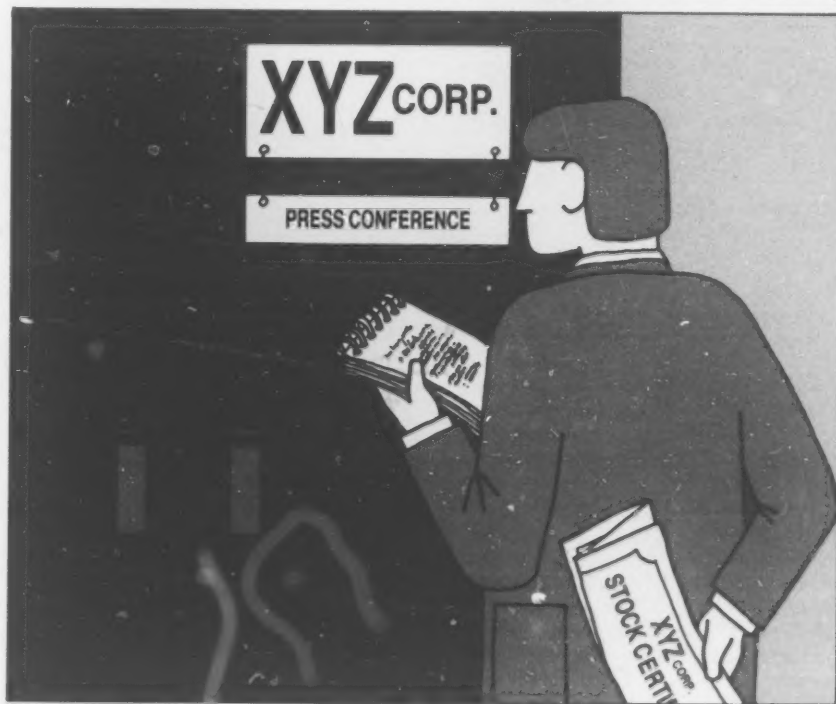
Additionally, reporters don't make enough money to have significant investments, he maintains. Suppose a reporter were successful in moving the stock of his favorite company up a few points; it would not put enough money in his pocket to make it worth the risk, Squires says.

He contends that reporters—except possibly those at The Wall Street Journal or The New York Times—cannot influence the market, and that if they tried, it would be obvious to their editors.

Concurring with Squires is James K. Gentry, director of the business journalism program at the University of Missouri and adviser to the Society of American Business and Economic Writers. "The stock market is controlled by institutional investors," he says. "They are not going to listen to any newspaper columnist." Gentry says a few financial writers for New York and Washington, D.C., newspapers might affect stocks, but "once you get beyond those two markets, newspaper writers have little influence."

At the San Jose Mercury News, published in the high-technology "Silicon Valley" of California, Business Editor James J. Mitchell says he, too, does not perceive conflict of interest as a major problem at this time.

Of course, the newspaper's own code may be keeping a problem from developing. It forbids the 18 business news reporters and editors from owning local stock. Says Mitchell: "We don't want our business employees owning any local stock, period, whether they disclose it or not. We want to avoid not only the possibility of conflict of interest but the percep-





tion of the public that there might be a conflict."

The same holds true for The Boston Globe, which has seen a rapid expansion in recent years of high-tech companies in New England. The Globe employs 30 business reporters and editors, almost all of whom earn at least the five-year minimum of \$42,000 a year.

Business Editor Lincoln Millstein says the newspaper's contract with the Boston Globe Employees Association requires prior approval for any outside activity that may constitute a conflict of interest.

The business desk goes further. "To me, any reporter owning publicly owned stock in New England is in direct conflict of interest," says Millstein. "My reporters know exactly how I stand, and I've put it in writing."

All individual newspaper ethics codes seem to prohibit any kind of conduct that would indicate conflict of interest. But in many cases, the conflict-of-interest clauses seem to be overshadowed by lengthy sections dealing with gifts, free travel, drinks, Christmas presents and any and all sorts of gratuities.

Each of the 92 daily Gannett Co. newspapers has its own ethical code, with which the parent company does not interfere, according to Madelyn P. Jennings, senior vice president/personnel.

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**"To me, any reporter  
owning publicly owned  
stock in New England is in  
direct conflict of interest."**

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However, department heads of Gannett's newspapers are required to sign an annual statement affirming compliance with corporate ethics. Among other things, the two-page ethics statement requires those employees to maintain an "arms-length relationship with anyone seeking to influence the news." The code has 14 paragraphs dealing with various ethical matters that generally forbid employees from acting in ways "that might reflect adversely, directly or indirectly, upon Gannett."

Knight-Ridder Inc., which requires top editors and senior executives to sign statements of compliance with conflict-of-interest rules, authorizes each of its newspapers to decide whether to adopt an ethical code, says Larry Jinks, vice president for news and operations.

"I think people in this business are con-

cerned about conflict of interest, and they're particularly proud of being able to deal honorably with whatever's put in front of them," Jinks says. "They're doing a good job of it."

Besides individual newspapers and newspaper groups, a number of industry organizations have adopted codes. One is the Society of American Business Writers, which advises its members to avoid active, stock-market trading and other short-term, profit-seeking opportunities. The code also advises writers to avoid taking advantage of inside information and to make sure any investment-related information is widely disseminated before they personally buy or sell stock.

Despite the warnings and strictures, the society has no way of enforcing its code. It can only, in its own words, "encourage" observance of the standards.

**WINANS CASE AFTERMATH.** Practically every time conflict of interest is mentioned in newspaper circles, the case of R. Foster Winans comes to the fore. At his non-jury trial in January 1985, Winans admitted having leaked advance information about his "Heard on the Street" column in The Wall Street Journal to a stock broker. The broker bought or sold stocks based on that information before the items were published. By the time the

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## Hoopla Over 'Freebies' Is Mickey Mouse Talk for Many Journalists

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The high-toned language in newspaper ethics codes received a stress test in September when the real world of free travel junkets intruded.

By mid-September, 4,000 journalists and other media people had told Walt Disney World they would accept the offer of an all-expense-paid trip Oct. 2-5 to the Florida resort. The total number of media people is expected to reach 5,000, a Disney World employee told preestime. If each of them takes a guest, as Disney World is allowing, the number of freebie vacationers would be about 10,000.

According to a spokesman, Disney World sent out about 15,000 invitations to journalists here and abroad—newspaper and magazine editors and publishers, travel writers, food and feature writers, drive-time radio personalities, and television employees.

The free ride for journalists, which some newspeople are calling a breach of journalistic ethics, is for a joint celebration of Disney World's 15th

birthday and the upcoming 200th anniversary of the writing of the U.S. Constitution.

Fifteen airlines, including Delta and Eastern, offered free air travel to Orlando. Twenty-two hotels will provide free rooms. Disney World expects to absorb \$1.5 million in costs.

The state of Florida will put up \$335,000 for the weekend's costs, and the Orange County Convention and Visitors Bureau and the Kissimmee-St. Cloud Resort Area organization agreed to match the amount. For their largesse, the latter two organizations will be allowed to fete the journalists at parties extolling other Florida attractions. The parties, estimated Robert Mervine, manager of press and publicity for Disney World, will cost \$300,000 to \$400,000 each.

To those who felt uneasy about accepting the entire package free, Disney World said they could pay \$150 a person—or the entire bill.

Charles Ridgeway, director of press

relations and publicity at Disney World, said that "almost universally, those people who have ethics policies are adhering to them." But he declined to say how many of the attendees will be paying part or all of the weekend's expense.

Asked about newspaper acceptances, he replied, "There isn't a large number of big dailies, but a fair number are represented." He said "a lot of weekly newspaper editors and publishers" were invited, but he did not know how many had accepted.

Michael G. Gartner, editor of The Courier-Journal and The Louisville Times and president of the American Society of Newspaper Editors, called the weekend package the "junket of all junkets." Said Gartner: "I'm dismayed and disappointed. I thought that those days ended a generation ago. I certainly don't fault Disney for offering this, but I certainly am concerned and confused. I thought we just didn't do things like that anymore." —Gene Goltz

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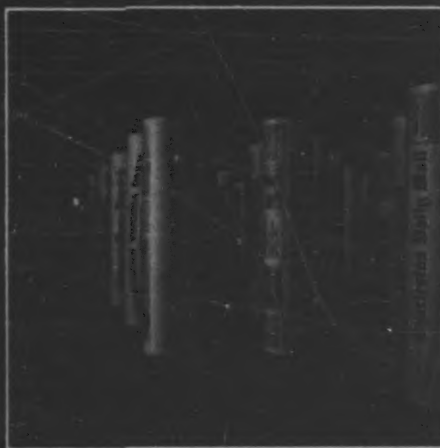
Nathaniel Lieberman

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scheme was broken up in the spring of 1984, the broker had grossed \$675,000 in profits, of which Winans and his roommate, former Journal employee David Carpenter, received \$31,000.

Winans was fined \$5,000 and sentenced to 18 months in prison [prestime, Sept. 1985, p. 36].

Winans recently wrote *Trading Secrets: Seduction and Scandal at The Wall Street Journal*, in which he also disclosed that while working for the newspaper he bought shares in American Surgery Centers, then praised the stock in his column.

The widely publicized Winans case may have had a hand in the recent increase in written ethics codes at newspapers. In 1974, according to Oklahoma State University journalism instructor Harry Heath, only one in 10 newspapers had written ethics codes; by August 1985, three out of four had them.

Of course, whether codes of ethics deter anyone who wants to break the rules is a favorite topic of debate among journalists and professional journalism associations.

Parent company Dow Jones had a code

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**Whether codes of ethics  
deter anyone who wants to  
break the rules is a favorite  
topic of debate.**

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in place during Winans' tenure at the Journal. Its conflict-of-interest section states: "Dow Jones has always had a strict policy on security transactions by employees who have access to inside information regarding unpublished stories or advertising schedules." It suggests that employees wait two full days after a business article has appeared before trading in any company mentioned in the article. Employees are not allowed to accept payments from brokers for any services rendered—a prohibition that Winans violated.

Some papers have no written ethics codes. "There was a preliminary attempt

to do one right after The Wall Street Journal mess," says Morris Wildey, business editor for The Indianapolis Star. Wildey says a final version never was approved, partly because there was no consensus on specific terms.

Although Harte-Hanks newspapers have informal oral rules about gifts and other ethical situations, written policies "are virtually non-existent," a Harte-Hanks editor found in an August survey.

Another paper without an ethics code is the St. Louis Post-Dispatch, but Editor William Woo says he is interested in devising one. He notes there has been a great increase in business news in recent years, which in turn has stimulated concern about ethical behavior.

Woo says developing a written policy for various groups of employees could turn out to be a problem. "The principles would remain the same," he says, "but will we be able to draft a code so comprehensive it would include the movie reviewer, foreign correspondent and editorial writer? These are things we are thinking about." □

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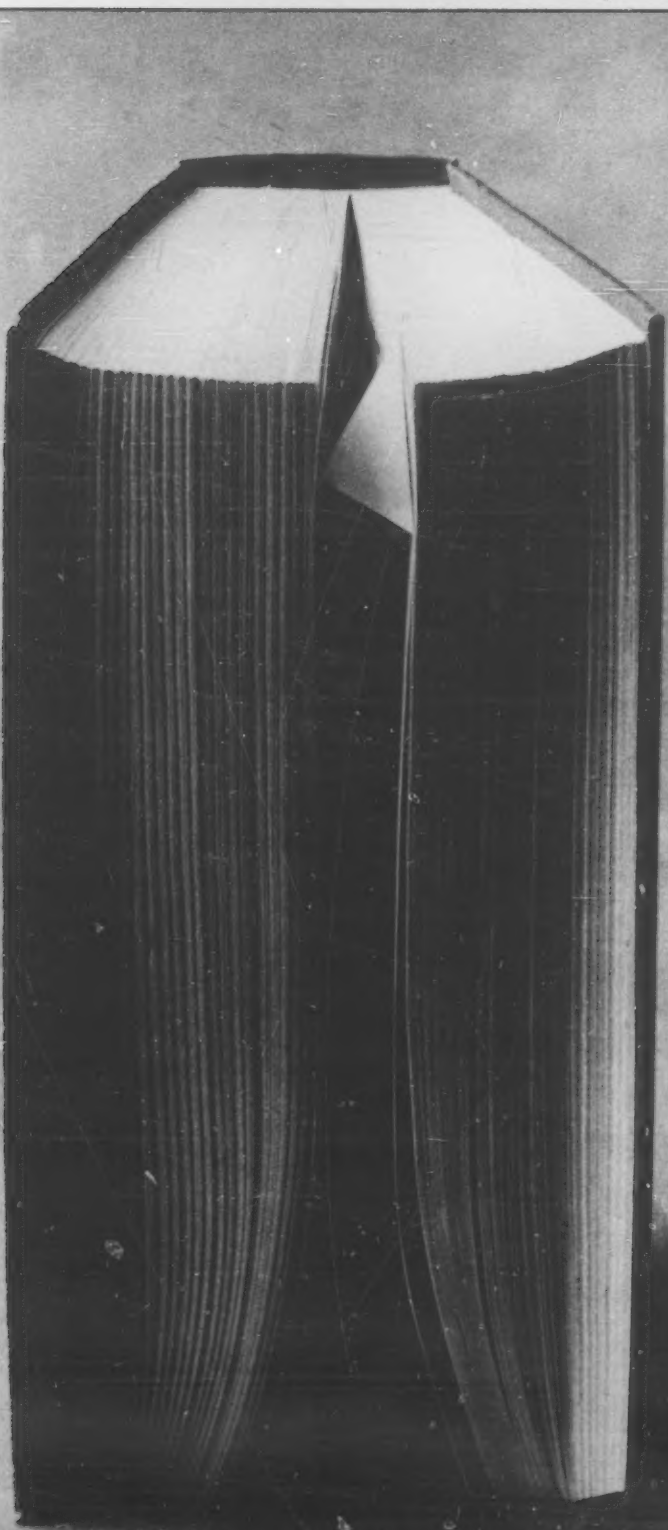
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Newspapers and broadcast stations are now playing a leading role in national literacy campaigns.

Scripps Howard has made a major commitment to support literacy programs in all Scripps Howard cities, including comprehensive efforts by the El Paso Herald-Post.

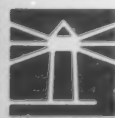
Other media groups, including Cox Newspapers and Capital Cities, are developing model literacy programs in their communities.

PROJECT LITERACY U.S. (PLUS), a joint program of ABC and PBS, has featured extensive television and radio coverage of literacy problems. PLUS is also involving numerous volunteer organizations, including churches and synagogues.

The American Newspaper Publishers Association with its "Press to Read" campaign has distributed materials to help newspapers launch their own literacy programs.

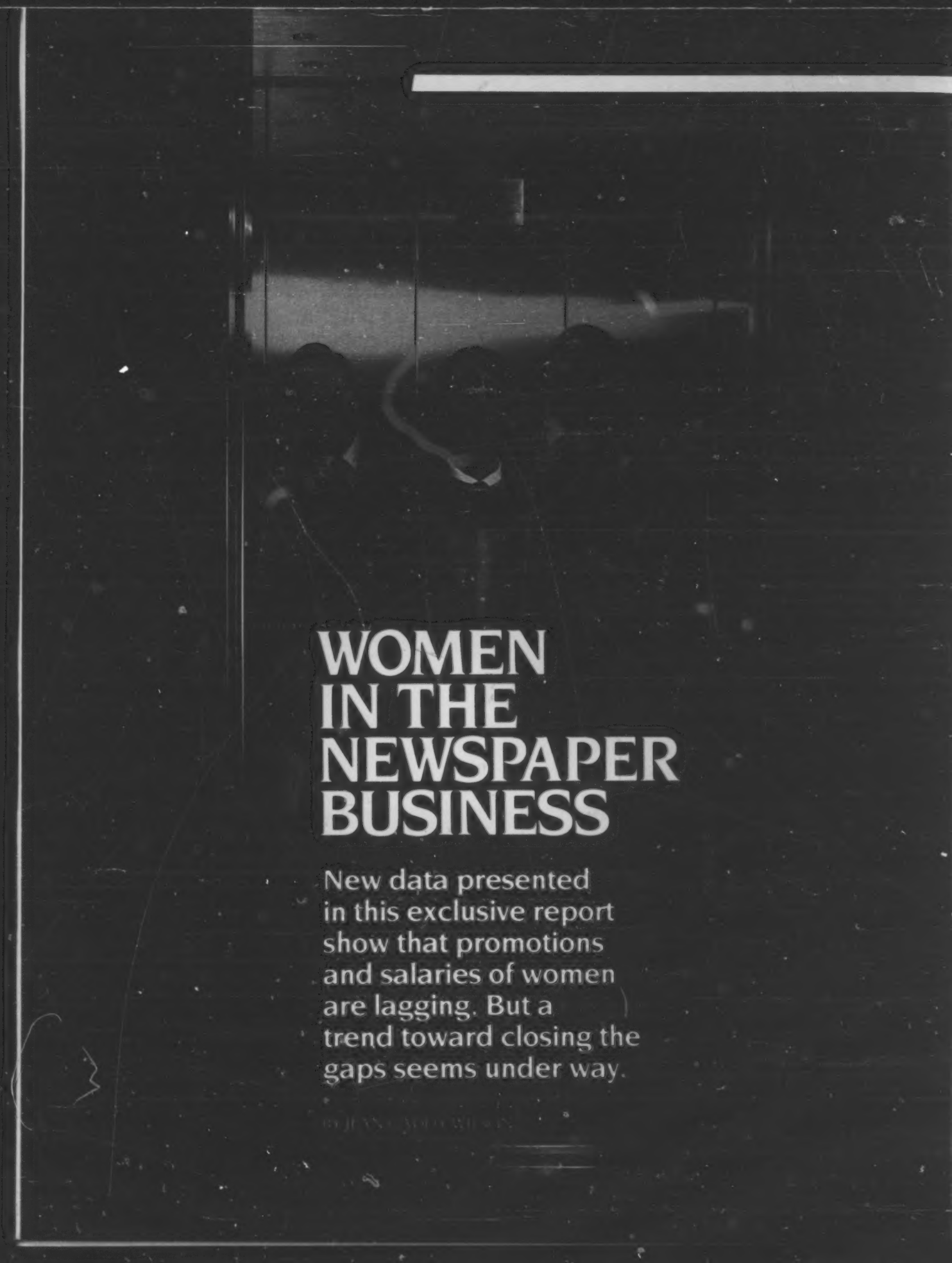
And the American Society of Newspaper Editors has formed a Literacy Committee chaired by Jay Ambrose of the El Paso Herald-Post.

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# WOMEN IN THE NEWSPAPER BUSINESS

New data presented  
in this exclusive report  
show that promotions  
and salaries of women  
are lagging. But a  
trend toward closing the  
gaps seems under way.

BY JEAN YODanis

*(Editor's note: This Special Report provides the first look at the newspaper findings of Jean Gaddy Wilson's massive study on women in the media. The study is based on responses to a national survey, "The Media in the '80s," that was sent last year to all U.S. daily newspapers and television stations, and to a random sample of radio stations. The survey's 12-page questionnaire asked for 485 pieces of information about media employment, including salaries, length of service, number of employees supervised and expectations for employment trends over the next five years. Wilson had replies from 648 publishers of U.S. dailies—a response rate of 40.6 percent, for a margin of error of less than 3.9 percent. These responses were in proportion to overall industry numbers in terms of geography and circulation categories. Funding for the study, which also involved personal interviews with 250 women and men employed in the media, was provided primarily by the Gannett Foundation. \* The full study, "Taking Stock: Women in the Media Before the 21st Century," is being published by Gannett Foundation.)*

\*Other sponsors were ANPA Foundation, Knight Foundation, American Association of University Women Educational Foundation, Women in Communications Inc., Advancement Fund, National Federation of Press Women and University of Missouri-Columbia Faculty Research Council.

Newspapers—probably more than any other medium—brought attention to what has been called the "silent revolution" of women's move from unpaid to paid employment.

At the same time, newspapers underwent some changes of their own in response to the individual decisions that women were making about how to use their time. Four years ago, *presstime* ran a Special Report on the changing role for women in newspapers, "Women see mostly MANagement." The article's title was symptomatic of where women were in the business—on the lower rungs of the management ladder. At that time, the best data regarding the percentage of women employed at newspapers came primarily from estimates.

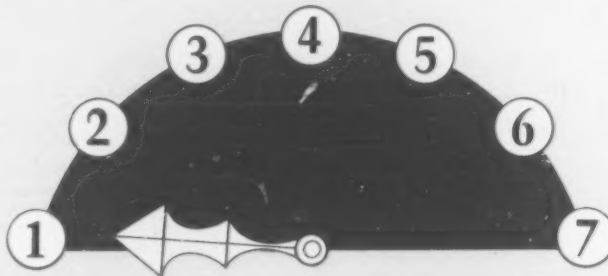
To get a clearer picture of women employed by daily newspapers and other U.S. media, the first national survey on the subject was conducted last year.

Responses from newspaper publishers show that:

- The overwhelming majority of management jobs on the most influential papers continue to be held by men.
- The overwhelming majority of management jobs on mid-size and small newspapers also continue to be held by men.
- Women's salaries lag behind men's in almost every newspaper job in almost every circulation category.
- Even when women and men with the same length of service are compared, women's salaries in a majority of cases lag behind those of their male counterparts in the same job at newspapers of a similar size.



*Wilson, a faculty member at the University of Missouri School of Journalism, is engaged in research and has written extensively about employment in the media.*



• Although the number of women employed at newspapers is still below the number of men, there appears to have been a steady increase of women in management and professional positions in the past two decades.

**STAGGERING SHIFT.** Before many newspapers found themselves in the midst of the trend, they carried multiple stories on the historic shift of women into the paid workplace.

Throughout the 1960s and 1970s, they published an ongoing series of "the first woman to..." stories, whether that woman was the "first woman to" drive a cab, run for the Senate, anchor the evening news, repair telephone wires, train to be an astronaut, run a major ad agency, fly a commercial airliner or serve as mayor.

At times, newspapers covered the rumble that accompanied the movement. The revolution was not entirely quiet, and change didn't happen all that easily. Litigation and legislation, discrimination and assimilation—all were stories accompanying the transformation of the workforce.

Each newspaper had an opportunity to cover the emerging, but different, ways women were using their time—whether the community was Walla Walla, Wash., St. Petersburg, New York City or Mexico, Mo. There were, after all, women in every city who became the "first woman union steward," the "first woman garbage collector" and the "first woman judge."

Ultimately, the "first woman to..." stories gave way, although not altogether, to stories about structural changes in society as massive numbers of women went on payrolls.

The shift, in retrospect, was as staggering as it was swift. During each year beginning in 1960, a million or more women joined the workforce. Today, women constitute 44 percent of the nation's employees.

Meanwhile, women were getting better educated. They entered colleges—and journalism schools—in record numbers. In fact, the first male-dominated academic area in recent times where women became a majority was journalism. That milestone was reached in 1977, and it had happened only once before—during World War II. Today, 60 percent of journalism students nationwide are women.



# Special Report



In 1979, women became the majority in overall population at colleges and universities. Among other changes, this has led to a growing female presence in labor pools for predominantly male occupations. Today, women are 40 percent of the students in business and law, 36 percent of computer science students, a third of medical students, a quarter of dental students and approaching one-fifth of engineering students.

Such unparalleled changes continue. According to the U.S. Labor Department's Bureau of Labor Statistics, *for the first time ever*, a historic moment in employment was reached in March when women became more than half of the "professional" or so-called "white-collar" class of workers.

And 1986 will be remembered as an equally historic year in education—the year when women will have earned half of all college undergraduate and graduate degrees awarded.

**CHANGES AT NEWSPAPERS.** During the 20-year period in which they reported these fundamental changes in American education and employment, newspapers found themselves being directly affected by the evolution. Women were hired in greater numbers than ever into newsrooms, ad departments, circulation. And sometimes, management.

In a way, it was reminiscent of the years during World War II, when female reporters kept the papers going. But there was a difference: In the immediate post-war period, a number of female reporters were fired to make room for returning GIs; but in the late 1960s, '70s and '80s, they and women in other newspaper jobs were no longer out of place.

Yes, in the four decades since women were once a majority of employees in a number of newspapers, newspapers have changed ... and they haven't.

"Women's news" still wraps around the grocery and furniture

## Chart 1—Women's Employment Rates in

*The 29 positions included in this chart and in Chart 2 were chosen because they can be compared across most newspapers, regardless of size. Note that where 10 or fewer employees (men and women combined) were*

| Selected titles                            | Circulation size of newspaper |                |               |               |              |                              |
|--------------------------------------------|-------------------------------|----------------|---------------|---------------|--------------|------------------------------|
|                                            | More than 100,000             | 50,000-100,000 | 25,000-50,000 | 10,000-25,000 | 5,000-10,000 | Less than 5,000              |
| <b>ADVERTISING</b>                         |                               |                |               |               |              |                              |
| Ad Director                                |                               |                |               |               |              |                              |
| Male                                       | 432                           |                |               |               |              |                              |
| Female                                     | 97                            |                |               |               |              |                              |
|                                            | (18%)                         | (7%)           | (3%)          | (5%)          | (14%)        | (24%) (39%)                  |
| Retail Manager                             |                               |                |               |               |              |                              |
| Male                                       | 180                           |                |               |               |              |                              |
| Female                                     | 58                            |                |               |               |              |                              |
|                                            | (24%)                         | (11%)          | (6%)          | (15%)         | (32%)        | (47%) (55%)                  |
| Classified Ad Manager                      |                               |                |               |               |              |                              |
| Male                                       | 177                           |                |               |               |              |                              |
| Female                                     | 203                           |                |               |               |              |                              |
|                                            | (53%)                         | (24%)          | (21%)         | (37%)         | (57%)        | (79%) (86%)                  |
| National Ad Manager                        |                               |                |               |               |              |                              |
| Male                                       | 81                            |                |               |               |              |                              |
| Female                                     | 63                            |                |               |               |              |                              |
|                                            | (44%)                         | (20%)          | (35%)         | (29%)         | (79%)        | (61%) not enough in category |
| Ad sales-retail longest term               |                               |                |               |               |              |                              |
| Male                                       | 293                           |                |               |               |              |                              |
| Female                                     | 204                           |                |               |               |              |                              |
|                                            | (41%)                         | (11%)          | (22%)         | (30%)         | (36%)        | (55%) (73%)                  |
| Ad sales-classified (outside) longest term |                               |                |               |               |              |                              |
| Male                                       | 117                           |                |               |               |              |                              |
| Female                                     | 162                           |                |               |               |              |                              |
|                                            | (58%)                         | (24%)          | (40%)         | (50%)         | (68%)        | (89%) (75%)                  |
| <b>EDITORS AND MANAGERS</b>                |                               |                |               |               |              |                              |
| Editor                                     |                               |                |               |               |              |                              |
| Male                                       |                               |                |               |               |              |                              |
| Female                                     |                               |                |               |               |              |                              |
|                                            | (0%)                          | (4%)           | (7%)          | (9%)          | (17%)        | (38%)                        |

| Selected titles                    | Circulation size of newspaper |                |               |               |              |                              |
|------------------------------------|-------------------------------|----------------|---------------|---------------|--------------|------------------------------|
|                                    | More than 100,000             | 50,000-100,000 | 25,000-50,000 | 10,000-25,000 | 5,000-10,000 | Less than 5,000              |
| <b>EDITORS AND MANAGERS CONT'D</b> |                               |                |               |               |              |                              |
| Managing Editor                    |                               |                |               |               |              |                              |
| Male                               | 222                           |                |               |               |              |                              |
| Female                             | 83                            |                |               |               |              |                              |
|                                    | (27%)                         | (14%)          | (14%)         | (14%)         | (43%)        | (27%) (43%)                  |
| City Editor                        |                               |                |               |               |              |                              |
| Male                               | 258                           |                |               |               |              |                              |
| Female                             | 70                            |                |               |               |              |                              |
|                                    | (21%)                         | (13%)          | (15%)         | (13%)         | (21%)        | (45%) (33%)                  |
| News Editor longest term           |                               |                |               |               |              |                              |
| Male                               | 169                           |                |               |               |              |                              |
| Female                             | 66                            |                |               |               |              |                              |
|                                    | (28%)                         | (29%)          | (9%)          | (23%)         | (34%)        | (44%) (50%)                  |
| Editorial Page Editor              |                               |                |               |               |              |                              |
| Male                               | 160                           |                |               |               |              |                              |
| Female                             | 16                            |                |               |               |              |                              |
|                                    | (9%)                          | (5%)           | (5%)          | (9%)          | (19%)        | (17%) not enough in category |
| Features Editor                    |                               |                |               |               |              |                              |
| Male                               | 35                            |                |               |               |              |                              |
| Female                             | 71                            |                |               |               |              |                              |
|                                    | (66%)                         | (46%)          | (61%)         | (67%)         | (88%)        | (89%) not enough in category |
| Lifestyle Editor                   |                               |                |               |               |              |                              |
| Male                               | 22                            |                |               |               |              |                              |
| Female                             | 193                           |                |               |               |              |                              |
|                                    | (90%)                         | (81%)          | (79%)         | (92%)         | (88%)        | (96%) (90%)                  |
| Photography Director               |                               |                |               |               |              |                              |
| Male                               | 190                           |                |               |               |              |                              |
| Female                             | 16                            |                |               |               |              |                              |
|                                    | (8%)                          | (0%)           | (7%)          | (0%)          | (16%)        | (14%) not enough in category |
| Sports Editor longest term         |                               |                |               |               |              |                              |
| Male                               | 478                           |                |               |               |              |                              |
| Female                             | 12                            |                |               |               |              |                              |
|                                    | (2%)                          | (0%)           | (3%)          | (0%)          | (2%)         | (3%) (6%)                    |

ads in the back of the paper. "Men's news" still predominates on the front page. Both are sweeping generalizations with exceptions in broad degree. But "hard news" usually means coverage of men, and "soft news" means women.

Women who have reached the top in the business went by one of two routes: by virtue of family ownership, as was the case for Katharine Graham of The Washington Post Co. and Helen K. Copley of The Copley Press Inc., or by climbing corporate ladders, as was true for USA Today Publisher Cathleen Black. Fewer than 60 female publishers run U.S. dailies.

And in a report last January in The Bulletin of the American Society Newspaper Editors, Dorothy Jurney provided results of her ninth annual survey on women in newsroom management. It found that fewer than 10 percent of "directing editors" listed in the 1985 *Editor & Publisher YearBook* were female.

According to Jurney's survey, at 28 dailies (out of 37) with

**Only 7 percent of publishers and general managers are women. Fewer than 20 percent of managers of the news, advertising and circulation departments are female.**

circulations of 250,000 or more, no women carried the titles of editor, executive editor, managing editor, assistant managing editor, editorial chief, or other high editorial positions.

As an indication of how few women historically have been in

## Selected Jobs at U.S. Daily Newspapers

reported for a particular job in a particular circulation category, the chart specifies "not enough in category." Where no women were reported as being in a job in a circulation category, a "0" is used.

| Selected titles                    | Overall | Circulation size of newspaper |                |               |               |              |                        |
|------------------------------------|---------|-------------------------------|----------------|---------------|---------------|--------------|------------------------|
|                                    |         | More than 100,000             | 50,000-100,000 | 25,000-50,000 | 10,000-25,000 | 5,000-10,000 | Less than 5,000        |
| EDITORS AND MANAGERS CONT'D        |         |                               |                |               |               |              |                        |
| Wire Editor                        |         |                               |                |               |               |              |                        |
| Male                               | 105     |                               |                |               |               |              |                        |
| Female                             | 50      |                               |                |               |               |              |                        |
|                                    | (32%)   | (25%)                         | (6%)           | (30%)         | (33%)         | (63%)        | not enough in category |
| OTHER EDITORIAL                    |         |                               |                |               |               |              |                        |
| Copy Editor longest term           |         |                               |                |               |               |              |                        |
| Male                               | 123     |                               |                |               |               |              |                        |
| Female                             | 67      |                               |                |               |               |              |                        |
|                                    | (35%)   | (19%)                         | (32%)          | (36%)         | (40%)         | (89%)        | not enough in category |
| Feature Reporter longest term      |         |                               |                |               |               |              |                        |
| Male                               | 74      |                               |                |               |               |              |                        |
| Female                             | 100     |                               |                |               |               |              |                        |
|                                    | (57%)   | (50%)                         | (52%)          | (57%)         | (58%)         | (65%)        | (73%)                  |
| General News Reporter longest term |         |                               |                |               |               |              |                        |
| Male                               | 292     |                               |                |               |               |              |                        |
| Female                             | 166     |                               |                |               |               |              |                        |
|                                    | (36%)   | (16%)                         | (32%)          | (20%)         | (42%)         | (50%)        | (40%)                  |
| Sports Reporter longest term       |         |                               |                |               |               |              |                        |
| Male                               | 291     |                               |                |               |               |              |                        |
| Female                             | 16      |                               |                |               |               |              |                        |
|                                    | (5%)    | (0%)                          | (0%)           | (5%)          | (8%)          | (5%)         | (25%)                  |
| GENERAL MANAGEMENT                 |         |                               |                |               |               |              |                        |
| Publisher                          |         |                               |                |               |               |              |                        |
| Male                               | 478     |                               |                |               |               |              |                        |
| Female                             | 34      |                               |                |               |               |              |                        |
|                                    | (7%)    | (0%)                          | (0%)           | (11%)         | (6%)          | (4%)         | (11%)                  |

| Selected titles            | Overall | Circulation size of newspaper |                    |                   |                   |                  |                    |
|----------------------------|---------|-------------------------------|--------------------|-------------------|-------------------|------------------|--------------------|
|                            |         | More than<br>100,000          | 50,000-<br>100,000 | 25,000-<br>50,000 | 10,000-<br>25,000 | 5,000-<br>10,000 | Less than<br>5,000 |
| GENERAL MANAGEMENT CONT'D  |         |                               |                    |                   |                   |                  |                    |
| General Manager            |         |                               |                    |                   |                   |                  |                    |
| Male                       | 161     |                               |                    |                   |                   |                  |                    |
| Female                     | 11      |                               |                    |                   |                   |                  |                    |
|                            | (6%)    | (0%)                          | (0%)               | (7%)              | (6%)              | (12%)            | (6%)               |
| Controller                 |         |                               |                    |                   |                   |                  |                    |
| Male                       | 159     |                               |                    |                   |                   |                  |                    |
| Female                     | 48      |                               |                    |                   |                   |                  |                    |
|                            | (23%)   | (7%)                          | (24%)              | (11%)             | (26%)             | (62%)            | (33%)              |
| Business Manager           |         |                               |                    |                   |                   |                  |                    |
| Male                       | 91      |                               |                    |                   |                   |                  |                    |
| Female                     | 59      |                               |                    |                   |                   |                  |                    |
|                            | (39%)   | (8%)                          | (20%)              | (33%)             | (36%)             | (51%)            | (53%)              |
| Business Office<br>Manager |         |                               |                    |                   |                   |                  |                    |
| Male                       | 41      |                               |                    |                   |                   |                  |                    |
| Female                     | 166     |                               |                    |                   |                   |                  |                    |
|                            | (80%)   | (50%)                         | (58%)              | (78%)             | (75%)             | (89%)            | (96%)              |
| Circulation Manager        |         |                               |                    |                   |                   |                  |                    |
| Male                       | 426     |                               |                    |                   |                   |                  |                    |
| Female                     | 77      |                               |                    |                   |                   |                  |                    |
|                            | (15%)   | (3%)                          | (3%)               | (6%)              | (9%)              | (20%)            | (46%)              |
| PRODUCTION                 |         |                               |                    |                   |                   |                  |                    |
| Production Manager         |         |                               |                    |                   |                   |                  |                    |
| Male                       | 344     |                               |                    |                   |                   |                  |                    |
| Female                     | 12      |                               |                    |                   |                   |                  |                    |
|                            | (3%)    | (0%)                          | (0%)               | (2%)              | (2%)              | (7%)             | (6%)               |
| Composing Room<br>Manager  |         |                               |                    |                   |                   |                  |                    |
| Male                       | 258     |                               |                    |                   |                   |                  |                    |
| Female                     | 105     |                               |                    |                   |                   |                  |                    |
|                            | (29%)   | (0%)                          | (0%)               | (4%)              | (26%)             | (56%)            | (73%)              |
| Pressroom Manager          |         |                               |                    |                   |                   |                  |                    |
| Male                       | 434     |                               |                    |                   |                   |                  |                    |
| Female                     | 1       |                               |                    |                   |                   |                  |                    |
|                            | (0%)    | (0%)                          | (0%)               | (0%)              | (0%)              | (1%)             | (0%)               |

(Percentages represent the number of women employed in that job. Shaded blocks denote where women are half or more of those reported.)

# Special Report



newspaper work, the Census Bureau still names jobs for professional news employees that include "newsman" and "legman," even though those jobs may be filled by women. Another indication is that class-action and individual sex-discrimination lawsuits against major newspapers were filed and won by women continuing through the first part of this decade.

Yet there is a sense that the past few years have been a time of unparalleled change for women in newspapers—in newsrooms, business offices, personnel offices, advertising departments and management.

**THE NEW SURVEY.** The questionnaire titled "The Media in the '80s" was designed, in part, to get a better picture of how the daily newspaper industry in the United States is hiring and promoting women. Publishers were queried on employment, changing news content, business conditions for newspapers, and expectations of where jobs will increase, decrease or remain the same.

Regarding employment, publishers were asked to specify the number of men and women employed in 10 departments and to provide detailed information about 93 jobs including: the exact salary, plus any commissions being earned by the person employed; the number of employees the person supervised; the

## Chart 2—Women's and Men's

| Selected titles                                   | Overall  |        | Circulation Size of Newspaper |                |               |               |              |                        | The Top Salaries Reported for Men and Women Employees |
|---------------------------------------------------|----------|--------|-------------------------------|----------------|---------------|---------------|--------------|------------------------|-------------------------------------------------------|
|                                                   |          |        | More than 100,000             | 50,000-100,000 | 25,000-50,000 | 10,000-25,000 | 5,000-10,000 | Less than 5,000        |                                                       |
| <b>ADVERTISING</b>                                |          |        |                               |                |               |               |              |                        |                                                       |
| <b>Ad Director</b>                                | \$34,763 | 30,000 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 36,840   | 32,000 | 76,623                        | 53,222         | 43,826        | 34,702        | 26,783       | 26,294                 | 362,000                                               |
| Female                                            | 25,906   | 23,700 | 58,000                        | 50,000         | 36,250        | 32,495        | 22,471       | 21,108                 | 70,000                                                |
|                                                   | (70%)    | (74%)  | (76%)                         | (94%)          | (83%)         | (94%)         | (84%)        | (80%)                  | (19%)                                                 |
| <b>Retail Manager</b>                             | 32,291   | 30,000 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 34,743   | 32,000 | 55,738                        | 38,120         | 33,861        | 26,534        | 22,175       | 18,880                 | 149,000                                               |
| Female                                            | 24,892   | 22,992 | 45,882                        | 41,100         | 30,990        | 23,848        | 18,458       | 19,400                 | 52,500                                                |
|                                                   | (72%)    | (72%)  | (82%)                         | (108%)         | (92%)         | (90%)         | (83%)        | (103%)                 | (35%)                                                 |
| <b>Classified Ad Manager</b>                      | 25,137   | 22,645 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 31,319   | 28,500 | 54,700                        | 37,354         | 30,475        | 23,144        | 18,801       | 11,200                 | 165,000                                               |
| Female                                            | 19,725   | 18,000 | 41,617                        | 33,570         | 26,005        | 19,670        | 14,707       | 11,504                 | 55,000                                                |
|                                                   | (63%)    | (63%)  | (76%)                         | (90%)          | (85%)         | (85%)         | (78%)        | (103%)                 | (33%)                                                 |
| <b>National Ad Manager</b>                        | 29,250   | 26,970 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 36,574   | 34,250 | 48,861                        | 34,063         | 29,551        | 23,609        | 27,389       | not enough in category | 86,700                                                |
| Female                                            | 19,652   | 17,250 | 34,008                        | 25,690         | 19,676        | 15,999        | 14,487       |                        | 65,065                                                |
|                                                   | (54%)    | (50%)  | (70%)                         | (75%)          | (67%)         | (68%)         | (53%)        |                        | (75%)                                                 |
| <b>Ad sales-retail longest term</b>               | 21,243   | 20,000 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 23,330   | 21,996 | 37,112                        | 27,894         | 25,234        | 20,843        | 18,337       | 16,802                 | 95,000                                                |
| Female                                            | 18,319   | 18,000 | 33,062                        | 29,031         | 24,107        | 18,967        | 16,183       | 13,943                 | 45,000                                                |
|                                                   | (79%)    | (82%)  | (89%)                         | (104%)         | (96%)         | (91%)         | (88%)        | (83%)                  | (47%)                                                 |
| <b>Ad sales-classified (outside) longest term</b> | 20,675   | 18,762 |                               |                |               |               |              |                        |                                                       |
| Male                                              | 24,743   | 24,000 | 36,895                        | 26,244         | 23,731        | 17,139        | 14,750       | 14,610                 | 55,384                                                |
| Female                                            | 17,799   | 16,000 | 31,165                        | 26,352         | 19,986        | 16,091        | 13,144       | 12,722                 | 36,400                                                |
|                                                   | (72%)    | (67%)  | (84%)                         | (100%)         | (84%)         | (94%)         | (89%)        | (87%)                  | (66%)                                                 |

### EDITORS AND MANAGERS

|                                 |          |        |        |        |        |        |        |                        |         |
|---------------------------------|----------|--------|--------|--------|--------|--------|--------|------------------------|---------|
| <b>Editor</b>                   | \$34,870 | 29,000 |        |        |        |        |        |                        |         |
| Male                            | 36,908   | 31,000 | 91,487 | 56,083 | 44,402 | 32,234 | 25,030 | 20,391                 | 273,600 |
| Female                          | 22,370   | 20,800 | -0-    | 52,800 | 33,250 | 26,868 | 20,969 | 18,731                 | 52,800  |
|                                 | (61%)    | (67%)  | (0%)   | (94%)  | (75%)  | (83%)  | (84%)  | (92%)                  | (19%)   |
| <b>Managing Editor</b>          | 30,714   | 27,000 |        |        |        |        |        |                        |         |
| Male                            | 33,491   | 28,950 | 67,270 | 43,836 | 33,268 | 25,533 | 19,380 | 17,392                 | 175,500 |
| Female                          | 23,636   | 21,420 | 43,691 | 37,991 | 32,069 | 22,404 | 16,546 | 15,991                 | 57,000  |
|                                 | (71%)    | (74%)  | (65%)  | (87%)  | (96%)  | (88%)  | (85%)  | (92%)                  | (32%)   |
| <b>City Editor</b>              | 25,921   | 24,320 |        |        |        |        |        |                        |         |
| Male                            | 27,640   | 26,000 | 45,142 | 32,940 | 27,985 | 22,493 | 17,891 | 17,330                 | 129,500 |
| Female                          | 19,752   | 18,925 | 39,055 | 27,474 | 23,525 | 18,272 | 16,102 | 13,100                 | 48,000  |
|                                 | (71%)    | (73%)  | (87%)  | (83%)  | (84%)  | (81%)  | (90%)  | (76%)                  | (37%)   |
| <b>News Editor longest term</b> | 24,954   | 23,000 |        |        |        |        |        |                        |         |
| Male                            | 26,265   | 25,000 | 39,057 | 31,473 | 26,488 | 19,624 | 17,078 | not enough in category | 55,224  |
| Female                          | 21,593   | 19,256 | 35,779 | 26,987 | 20,780 | 18,119 | 15,731 |                        | 51,324  |
|                                 | (82%)    | (77%)  | (92%)  | (86%)  | (78%)  | (92%)  | (92%)  |                        | (93%)   |

| Selected titles                    | Overall  |        | Circulation       |                |
|------------------------------------|----------|--------|-------------------|----------------|
|                                    |          |        | More than 100,000 | 50,000-100,000 |
| <b>EDITORS AND MANAGERS CONT'D</b> |          |        |                   |                |
| <b>Editorial Page Editor</b>       | \$34,874 | 30,200 |                   |                |
| Male                               | 35,777   | 31,720 | 57,767            | 33,871         |
| Female                             | 25,840   | 23,140 | 42,740            | 28,509         |
|                                    | (72%)    | (73%)  | (74%)             | (84%)          |
| <b>Features Editor</b>             | 27,536   | 26,000 |                   |                |
| Male                               | 34,172   | 32,419 | 42,760            | 30,342         |
| Female                             | 24,459   | 23,000 | 40,386            | 27,652         |
|                                    | (72%)    | (71%)  | (94%)             | (91%)          |
| <b>Lifestyle Editor</b>            | 18,989   | 16,000 |                   |                |
| Male                               | 24,276   | 18,720 | 45,122            | 32,351         |
| Female                             | 18,421   | 15,828 | 41,967            | 26,611         |
|                                    | (76%)    | (85%)  | (93%)             | (82%)          |
| <b>Photography Director</b>        | 23,751   | 22,255 |                   |                |
| Male                               | 24,512   | 23,304 | 39,561            | 29,121         |
| Female                             | 14,932   | 13,150 | -0-               | 30,980         |
|                                    | (61%)    | (56%)  | (0%)              | (106%)         |
| <b>Sports Editor longest term</b>  | 21,501   | 19,000 |                   |                |
| Male                               | 21,673   | 19,015 | 45,333            | 30,473         |
| Female                             | 14,485   | 12,750 | -0-               | 20,020         |
|                                    | (67%)    | (67%)  | (0%)              | (66%)          |
| <b>Wire Editor</b>                 | 22,476   | 20,015 |                   |                |
| Male                               | 23,529   | 21,840 | 35,204            | 27,269         |
| Female                             | 20,304   | 18,512 | 35,411            | 23,520         |
|                                    | (86%)    | (85%)  | (101%)            | (86%)          |

### OTHER EDITORIAL

|                                      |          |        |        |        |
|--------------------------------------|----------|--------|--------|--------|
| <b>Copy Editor longest term</b>      | \$22,843 | 22,261 |        |        |
| Male                                 | 24,726   | 24,000 | 32,904 | 26,185 |
| Female                               | 19,138   | 17,000 | 28,601 | 21,361 |
|                                      | (77%)    | (71%)  | (87%)  | (82%)  |
| <b>Feature Reporter longest term</b> | 20,804   | 19,000 |        |        |
| Male                                 | 22,625   | 21,000 | 34,777 | 25,074 |
| Female                               | 19,443   | 16,900 | 29,495 | 25,573 |
|                                      | (86%)    | (80%)  | (85%)  | (102%) |
| <b>General Reporter longest term</b> | 18,513   | 16,900 |        |        |
| Male                                 | 19,942   | 18,044 | 33,424 | 24,619 |
| Female                               | 15,988   | 14,532 | 25,787 | 23,106 |
|                                      | (84%)    | (81%)  | (77%)  | (102%) |
| <b>Sports Reporter longest term</b>  | 19,289   | 17,000 |        |        |
| Male                                 | 19,558   | 17,500 | 32,879 | 24,039 |
| Female                               | 14,305   | 12,800 | -0-    | -0-    |
|                                      | (73%)    | (73%)  | (0%)   | (0%)   |

number of years the employee had been with the company; and whether that person was male or female.

Each job was defined precisely so that a national "snapshot" of employment would emerge. For instance, under the title of "Advertising Director or Manager," the definition was "overall management responsibility for advertising functions. Develops and manages budgets. Supervises sales and/or management employees. Top management position."

In looking at Chart 1 totals (see pp. 32 and 33) for responses covering 29 jobs common to most newspapers, it is possible to get a sense of those areas where women are being hired and promoted.

When all newspapers' responses are averaged together, women are a majority in areas that traditionally have been "women's jobs"—classified advertising manager, longest-term employee in classified ad sales, feature editor, feature reporter, lifestyle editor and business office manager.

The job with the highest percentage (90 percent) of women employed is, predictably, the lifestyle editor who is responsible for the "women's news" of the paper. Also predictably, the lowest percentages for women are in jobs traditionally held by men—longest-term sports editor (3 percent), sports reporter (5 percent), production manager (3 percent) and pressroom manager (0 percent).

## Salaries at U.S. Daily Newspapers

| Size of Newspaper |                  |                                |                        | The Top Salaries Reported for Men and Women Employees |
|-------------------|------------------|--------------------------------|------------------------|-------------------------------------------------------|
| 25,000-50,000     | 10,000-25,000    | 5,000-10,000                   | Less than 5,000        |                                                       |
| 28,835<br>(91%)   | 24,937<br>(80%)  | not enough in these categories |                        | 148,500<br>(40%)                                      |
| 26,290            | 19,944           |                                |                        | 60,000                                                |
| 28,562<br>(85%)   | 21,490<br>(77%)  | not enough in these categories |                        | 77,000<br>(84%)                                       |
| 24,187            | 16,470           |                                |                        | 65,000                                                |
| 29,133<br>(75%)   | 16,367<br>(99%)  | 11,600<br>(112%)               | 11,500<br>(95%)        | 59,985<br>(118%)                                      |
| 21,994            | 16,204           | 13,037                         | 10,935                 | 70,824                                                |
| 23,883<br>(0%)    | 18,322<br>(79%)  | 13,954<br>(74%)                | not enough in category | 68,800<br>(49%)                                       |
| -0-               | 14,544           | 10,262                         |                        | 33,960                                                |
| 25,319<br>(0%)    | 19,222<br>(103%) | 15,238<br>(90%)                | 13,822<br>(71%)        | 98,900<br>(30%)                                       |
| -0-               | 19,833           | 13,750                         | 9,825                  | 30,000                                                |
| 22,449<br>(100%)  | 18,459<br>(95%)  | 15,188<br>(94%)                | not enough in category | 46,800<br>(96%)                                       |
| 22,387            | 17,491           | 14,292                         |                        | 45,000                                                |
| 22,968<br>(89%)   | 17,625<br>(83%)  | not enough in these categories |                        | 45,448<br>(87%)                                       |
| 20,517            | 14,607           |                                |                        | 39,400                                                |
| 19,598<br>(100%)  | 18,193<br>(77%)  | 13,438<br>(101%)               | 12,300<br>(122%)       | 59,500<br>(64%)                                       |
| 19,566            | 14,091           | 13,538                         | 14,950                 | 38,000                                                |
| 22,051<br>(90%)   | 17,561<br>(91%)  | 13,929<br>(94%)                | 13,562<br>(89%)        | 42,900<br>(53%)                                       |
| 19,809            | 15,979           | 13,071                         | 12,131                 | 22,672                                                |
| 20,571<br>(95%)   | 14,790<br>(93%)  | 12,227<br>(86%)                | not enough in category | 50,900<br>(50%)                                       |
| 19,466            | 13,789           | 10,500                         |                        | 25,324                                                |

| Selected titles         | Overall         |                 | Circulation Size of Newspaper |                 |                 |                  |                 |                        |                  | The Top Salaries Reported for Men and Women Employees |
|-------------------------|-----------------|-----------------|-------------------------------|-----------------|-----------------|------------------|-----------------|------------------------|------------------|-------------------------------------------------------|
|                         | Average         | Median          | More than 100,000             | 50,000-100,000  | 25,000-50,000   | 10,000-25,000    | 5,000-10,000    | Less than 5,000        |                  |                                                       |
| GENERAL MANAGEMENT      |                 |                 |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Publisher               | \$65,729        | 55,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 66,496          | 56,600          | 172,991                       | 100,420         | 88,832          | 64,712           | 51,678          | 36,385                 | 440,000          |                                                       |
| Female                  | 55,197<br>(83%) | 45,000<br>(80%) | -0-<br>(0%)                   | -0-<br>(0%)     | 87,253<br>(98%) | 50,500<br>(78%)  | 47,583<br>(92%) | 33,550<br>(92%)        | 200,000<br>(45%) |                                                       |
| General Manager         | 53,751          | 45,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 55,882          | 47,000          | 118,966                       | 65,147          | 60,444          | 51,512           | 38,495          | 30,054                 | 312,100          |                                                       |
| Female                  | 28,925<br>(52%) | 25,500<br>(54%) | -0-<br>(0%)                   | -0-<br>(0%)     | 43,725<br>(72%) | 29,500<br>(57%)  | 24,960<br>(65%) | 18,000<br>(60%)        | 44,000<br>(14%)  |                                                       |
| Controller              | 40,080          | 38,100          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 44,157          | 40,000          | 69,366                        | 48,588          | 43,313          | 33,136           | 29,260          | not enough in category | 182,142          |                                                       |
| Female                  | 27,501<br>(62%) | 25,000<br>(63%) | 47,240<br>(68%)               | 42,971<br>(88%) | 33,027<br>(76%) | 24,861<br>(75%)  | 20,583<br>(70%) |                        | 59,324<br>(33%)  |                                                       |
| Business Manager        | 31,758          | 28,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 38,267          | 32,000          | 83,849                        | 36,038          | 41,959          | 31,700           | 26,809          | 24,434                 | 126,000          |                                                       |
| Female                  | 23,173<br>(61%) | 23,000<br>(72%) | 63,500<br>(76%)               | 30,160<br>(84%) | 31,177<br>(74%) | 25,337<br>(80%)  | 19,785<br>(74%) | 15,062<br>(62%)        | 63,500<br>(50%)  |                                                       |
| Business Office Manager | 20,120          | 19,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 25,828          | 25,000          | 39,817                        | 30,622          | 30,294          | 22,119           | 19,640          | 16,120                 | 48,800           |                                                       |
| Female                  | 18,915<br>(73%) | 18,600<br>(74%) | 32,777<br>(82%)               | 24,576<br>(80%) | 22,358<br>(74%) | 20,355<br>(92%)  | 16,188<br>(82%) | 15,610<br>(97%)        | 42,900<br>(88%)  |                                                       |
| Circulation Manager     | 27,542          | 25,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 29,368          | 26,000          | 66,148                        | 46,145          | 36,207          | 26,135           | 19,318          | 15,444                 | 180,500          |                                                       |
| Female                  | 17,813<br>(61%) | 15,000<br>(58%) | 81,000<br>(122%)              | 35,100<br>(76%) | 30,220<br>(83%) | 21,374<br>(82%)  | 15,318<br>(79%) | 12,516<br>(81%)        | 81,000<br>(45%)  |                                                       |
| PRODUCTION              |                 |                 |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Production Manager      | \$32,722        | 29,100          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 33,131          | 29,945          | 61,164                        | 44,650          | 39,133          | 29,207           | 24,676          | 23,040                 | 131,400          |                                                       |
| Female                  | 22,018<br>(66%) | 19,500<br>(65%) | -0-<br>(0%)                   | -0-<br>(0%)     | 31,000<br>(79%) | 29,750<br>(102%) | 20,017<br>(81%) | 15,800<br>(69%)        | 31,500<br>(24%)  |                                                       |
| Composing Room Manager  | 24,200          | 22,670          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 27,529          | 26,000          | 41,212                        | 31,923          | 29,406          | 24,226           | 19,613          | 18,821                 | 60,330           |                                                       |
| Female                  | 16,300<br>(59%) | 15,450<br>(59%) | -0-<br>(0%)                   | -0-<br>(0%)     | 24,033<br>(82%) | 19,807<br>(82%)  | 14,804<br>(75%) | 14,111<br>(75%)        | 30,000<br>(50%)  |                                                       |
| Pressroom Manager       | 24,901          | 23,000          |                               |                 |                 |                  |                 |                        |                  |                                                       |
| Male                    | 24,989          | 23,735          | 42,871                        | 32,931          | 29,226          | 23,910           | 18,751          | 18,714                 | 64,220           |                                                       |
| Female                  | 17,818<br>(71%) | 17,818<br>(75%) | -0-<br>(0%)                   | -0-<br>(0%)     | -0-<br>(0%)     | -0-<br>(0%)      | 17,818<br>(95%) | -0-<br>(0%)            | 17,818<br>(28%)  |                                                       |

Percentages in parentheses represent female average salary compared with male average salary. Shaded blocks note where female average salary is approximately the same or greater than male average salary (95% or higher). Where there are fewer than 10 total employees in a job, figures are not computed.



# Special Report



Women represent only 7 percent of top management in the publisher and general manager positions.

Jobs with more than one-third women also include national ad manager, longest-term retail ad sales worker, business manager, copy editor, wire editor and longest-term general reporter. Women are about one-fourth the employees in the jobs of retail manager, managing editor, news editor and controller. Fewer than 20 percent of the managers of the news, advertising and circulation departments are female.

**CIRCULATION BREAKDOWN.** The new survey also examines the employment situation by circulation categories:

- **More than 100,000.** At the largest newspapers, women are the majority by a 4 to 1 ratio in one job—lifestyle editor. Women are about half the business office managers, feature reporters and feature editors. They account for about one-quarter of the classified ad managers, longest-term classified ad sales workers, news editors, national ad managers and wire editors.

Women are fewer than one in 10 in these top management positions: publisher, general manager, ad director, editor and production manager. They also account for about one in 10 editorial page editors.

- **25,000-100,000.** Although newspapers of 25,000 circulation are quite different businesses from those of 100,000, they have about the same percentages of women employed in comparable jobs. The employment of women is higher in this circulation category than at the largest papers.

Newspaper publishers reported that the job most likely to be filled by a woman in the ad department of dailies within this range is the longest-term advertising sales rep. In the editorial department, women are a clear majority of lifestyle editors, two-thirds of the feature editors and about half the feature reporters. A higher percentage of women are business office managers than at the largest papers.

Among management positions at newspapers in this circulation category, women are fewer than one in 10 publishers, general managers, ad directors, editors, circulation managers and production managers. They also make up fewer than one in 10 photography directors, editorial page editors, sports editors and sports reporters.

- **Fewer than 25,000.** In general, as newspaper circulation decreases, the percentage of women employed increases, regardless of department.

While women are fewer than one-tenth of the ad directors at dailies of 25,000-100,000 circulation, at the smallest papers they are more than a third.

In editorial jobs, the percentage of women employed increases almost across the board as circulation decreases, whether the position is that of editor, managing editor, city editor, copy editor, general news reporter or sports reporter.

Those jobs filled by a majority of women on the large papers grow to even larger percentages of the papers with less than 25,000 circulation. For instance, while women are about half the feature editors on the largest papers, they have about three-fourths of those jobs at the smallest papers.

**THE SALARY GAP.** Looking at percentages of women employed in selected positions gives an indication of where women have been hired and promoted. Looking at salaries for men and women in the same positions gives an indication of the salary differences, if any, between the sexes in a given job.

As late as 1980, U.S. Bureau of Labor Statistics figures showed that if all men's and women's salaries were averaged together, a woman made 59 cents for a man's dollar. The figure for women has climbed to 64 cents, reflecting their being hired into jobs outside the purely service sector and into higher-paying jobs.

Although that comparison is used extensively in the United States in talking about the difference between men's and women's salaries, it is misleading to think that standard should be applied to comparable jobs such as the ones in Chart 2 (pp. 34 and 35). The expectation would be that the same jobs, in the same size newspapers, would have salaries in the same general range. But that is not the case.

Comparing men's and women's salaries overall in Chart 2, none of the jobs show comparable pay. However, in the circulation breakdowns, several jobs show up where women make approximately the same or more than men in those jobs.

In the "Overall" column, when all men's and women's salaries are combined for a particular job, the figures are shown both as an average and as a median.

For instance, when all publishers' salaries are computed, \$65,729 is the average compensation. When all publishers' salaries are computed for the median, half of the salaries are higher than \$55,000 and half are lower.

When all male publishers' salaries are averaged, the salary is \$66,496. Half of all male publishers' salaries are higher than \$56,600 and half are lower. When female publishers' salaries are averaged, the figure is \$55,197. When a female publisher median is computed, half the women publishers make more than \$45,000 and half make less than that.

On the average in this survey, female publishers make 83 cents for every male publisher's dollar. Women publishers' median salary is 80 percent that of their male counterparts.



As with government statistics, overall figures give a view of the average salary for the entire group of people in a category. Women's overall percentage of men's salaries is lower than in the various circulation categories. Why? Because in most jobs, more men are at the larger newspapers with resulting high salaries.

Women and men are closest to having equitable salaries in the top job (publisher) and in editorial (general news reporter, feature reporter, news editor and wire editor)—all in the 80 percent range.

Positions where salary averages are furthest apart—where women make about 60 percent of men's salaries—include: classified ad manager (many women are in this job at smaller papers with lower salaries); national ad manager (occupied by few women); editor, photography director and sports editor (reflecting a preponderance of men in these positions at the higher-paid, larger newspapers); and general manager, controller, business manager, circulation manager and production manager (also reflecting a dearth of women in these jobs at larger papers).

Moving from the overall figures to those for various circulation categories, it is generally the case that, at the largest newspapers, women are paid three-fourths or more what men make. However, few women are in some of the best-paying positions.

In the highest-circulation category, women make the same or more than men in two jobs: wire editor and circulation manager. At the lowest-circulation papers, women make the same or more in five jobs—business office manager, feature reporter, lifestyle editor, classified ad manager and retail manager.

There are not many positions where men and women make the same money in the same job in the same circulation category. However, there are a good number of jobs in the same circulation category where women make upwards of 80 percent of the same salary as men. In some cases that may be a \$10,000 difference; in others, a \$5,000 difference.

The most telling factor is that out of the 141 different job comparisons across all newspapers where there were enough men and women to compare, women made equitable salaries in about one-sixth of the cases.

In a number of positions at the bigger newspapers, there were no women at all in the highest-paid jobs such as editor, publisher and general manager.

**LENGTH OF SERVICE.** It's common perception that women now have a greater role in newspapering than 10 years ago.

In looking at the percentage of females at five-year service increments, it becomes evident that the participation of women in newspaper management has been increasing in recent years.

At each succeeding five-year interval, women become less of the percentage of management people employed.

For instance, in the first five years of employment in management, women are about a third of those hired. At the 6-10-year level, the percentage shrinks to a little less than a third, and it continues to drop with each five-year increment. This may indicate that newly employed women stand a better chance of being promoted into management than women hired some years earlier.

This assumption is bolstered by the statistics on salaries, also. Although women are still paid less than men in management, the gap narrows for the newer employees. For instance, women in newspaper management with 1-5 years of service make \$11,000 less than their male counterparts, but the difference generally is much greater for those with longer periods of service.

| Length of Service (Years) | Percentage of Females in Management | Average Difference in Salaries Between Men and Women |
|---------------------------|-------------------------------------|------------------------------------------------------|
| 1-5                       | 32                                  | -\$11,000                                            |
| 6-10                      | 29                                  | -\$11,000                                            |
| 11-15                     | 26                                  | -\$16,000                                            |
| 16-20                     | 19                                  | -\$19,000                                            |
| 21-25                     | 15                                  | -\$15,000                                            |
| 26-30                     | 11                                  | -\$22,000                                            |
| 31-35                     | 7                                   | -\$19,000                                            |
| 36-40                     | 3                                   | -\$20,000                                            |
| 41-45                     | 8                                   | -\$21,000                                            |

In the second layer of management, where fewer employees are supervised, women also make less than men. However, in this middle-management area for the first 15 years, women are about four of every 10 employees. After that, the percentage of women goes down.

| Length of Service (Years) | Percentage of Females in Mid-management | Average Difference in Salaries Between Men and Women |
|---------------------------|-----------------------------------------|------------------------------------------------------|
| 1-5                       | 39                                      | -\$ 5,000                                            |
| 6-10                      | 40                                      | -\$ 6,000                                            |
| 11-15                     | 38                                      | -\$ 5,600                                            |
| 16-20                     | 27                                      | -\$ 8,400                                            |
| 21-25                     | 23                                      | -\$ 6,000                                            |
| 26-30                     | 15                                      | -\$ 7,000                                            |
| 31-35                     | 15                                      | -\$ 8,000                                            |
| 36-40                     | 15                                      | -\$12,000                                            |
| 41-45                     | 27                                      | -\$ 9,000                                            |

In the "professional" area, where employees are reporters or advertising sales reps and where they supervise few employees, women are also paid less for every year of employment. However, in the first five years, women are almost half of those who are being employed as reporters and professionals. This is the bottom tier of what becomes a management pyramid.

| Length of Service (Years) | Percentage of Females in Professional Jobs | Average Difference in Salaries Between Men and Women |
|---------------------------|--------------------------------------------|------------------------------------------------------|
| 1-5                       | 46                                         | -\$ 3,500                                            |
| 6-10                      | 38                                         | -\$ 4,400                                            |
| 11-15                     | 27                                         | -\$ 6,000                                            |
| 16-20                     | 22                                         | -\$ 5,600                                            |
| 21-25                     | 14                                         | -\$ 5,000                                            |
| 26-30                     | 15                                         | -\$ 6,500                                            |
| 31-35                     | 10                                         | -\$ 7,000                                            |
| 36-40                     | 15                                         | -\$ 3,700                                            |
| 41-45                     | 25                                         | -\$13,000                                            |

**SUMMING UP.** It appears that women have a better chance than ever to be hired in every area of newspaper employment.

However, because women have been the majority in journalism education programs for almost a decade, we could expect to see a sharp increase in women's employment and promotion at dailies. As yet, that dramatic increase doesn't seem to be happening. However, the trend seems to be in place.

Before this first-time ever survey, the newspaper industry has had estimates rather than an actual counting of the participation of women at U.S. dailies. This study, made possible through the cooperation of funders, newspaper publishers and interested news people, provides the first national yardstick against which future hiring, promotions and compensation may be measured.

Because of the industry's response to and interest in this initial study, it is hoped that future national surveys will be conducted on a regular basis to provide the news business with a continuing look at newspaper employment, including the hiring and promotion of women. □

While much attention has been riveted recently on testing prospective and current employees for evidence of drug use, other forms of testing are showing signs of making a comeback at newspapers.

This testing is for motivation, interest and aptitude, not only for job applicants but also for current employees who give indications of potential for advancement. Although he stops short of calling it a trend, Thomas C. Bryan, personnel manager of The Seattle Times, says he sees evidence of a move back toward testing.

"I agree with Bryan," says George D. Veon, vice president and director of employee relations for the Chicago Tribune. "Personnel people are coming to the con-

clusion that testing is not the legal risk they thought it was 10 years ago" when some tests ran afoul of civil rights laws.

Veon says the Tribune is beginning to validate the results of recently initiated tests in the production area as indicators of job performance. He notes that validation is a time-consuming and costly endeavor, "but it may be worth it."

Alvin Miller, vice president/business for The Record in Hackensack, N.J., is another executive who says newspaper people "are beginning to revisit the subject" of testing. At the same time, he says, they are "concerned and cautious" that tests do not discriminate against certain segments of the population as some earlier ones did.

Miller, who was recently elected president of the Newspaper Personnel Relations Association, says that in 1985 The Record began using a mechanical-aptitude test for pressroom job applicants.

Other personnel selection techniques being explored and used by newspapers are job samples—such as a tryout test—and new, more sophisticated biographical questionnaires. The use of so-called assessment centers to evaluate current employees is favored by a small number of newspaper companies.

**WHY TESTING FADED.** The use of written psychological and "intelligence" tests by employers began to fade in the early 1970s after several courts found some tests were discriminatory to groups protected by the Civil Rights Act of 1964. The use of "cutoff" scores that eliminated applicants who failed to achieve a certain level often denied jobs to members of minority groups.

The Civil Rights Act does not prohibit the use of tests in the selection of employees. The act's Title VII authorizes the use of "any professionally developed ability test" provided it does not discriminate against groups protected by the act.

The Equal Employment Opportunity Commission's "Uniform Guidelines on Employee Selection Procedures" set forth the process employers must use to demonstrate that their testing procedures have no adverse impact on job opportunities for any race, sex or ethnic group. The expense of proving a particular test is a valid predictor of job performance was among the reasons many newspapers dropped them.

However, Knight-Ridder Inc. in Miami has continued its pioneering efforts to validate tests for a wide variety of newspaper jobs. The group has always endorsed a step-by-step employee selection system, of which testing—if appropriate for the position—is one step [presstime, March 1981, p. 47].

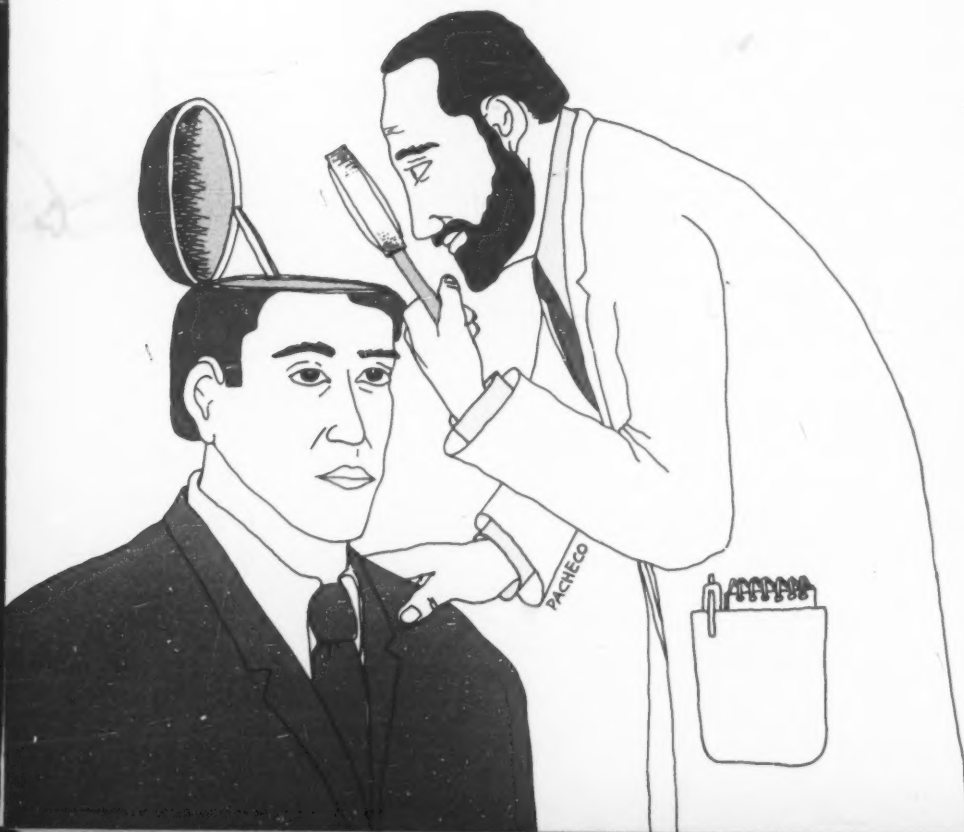
**MOTIVATIONAL TESTS.** One newspaper has taken a different approach in attempting to identify people with the potential to be successful in the business. In 1985, The Patriot Ledger of Quincy, Mass., began a "personality assessment" program to complement the job-interviewing process.

(Editor's note: This article is the last in a series dealing with techniques being used by newspapers in the employee-selection process. Previous articles covered interviewing [July 1986, p. 13] and reference checking [Dec. 1985, p. 22].)

# JOB TESTING

*Newspapers once again are considering tests as an aid in employee selection*

BY CLARK NEWSOM  
presstime labor writer



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**1986-87**

# **committee rosters**

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**This publication contains ANPA and ANPA Foundation  
committee rosters listing member newspaper executives and others  
who have been appointed to one-year terms by  
ANPA Chairman and President Alvah H. Chapman Jr. and  
ANPA Foundation Chairman and President  
Edwin L. Heminger, respectively.**

**Compiled by Ann Adongo, ANPA Executive Staff**



# Table of Contents

|                                                                |          |
|----------------------------------------------------------------|----------|
| ANPA/ABA Task Force .....                                      | A-1      |
| ANPA/CPPA Technical Section—Joint Standing Committee .....     | A-1      |
| ANPA/NAB Audit Bureau of Circulations Liaison Committee .....  | A-2      |
| Audit Committee .....                                          | A-2      |
| Circulation and Readership Committee .....                     | A-3      |
| Convention Arrangements Committee .....                        | A-4      |
| Employee Retirement Plan Trustee Committee .....               | A-4      |
| Executive Committee .....                                      | A-1      |
| Government Affairs Committee .....                             | A-4, 5   |
| Human Resources Committee .....                                | A-5, 6   |
| Joint Postal Task Force .....                                  | A-6, 7   |
| Legal Affairs Committee .....                                  | A-7      |
| Newsprint Committee .....                                      | A-7, 8   |
| Nominating Committee .....                                     | A-8      |
| Technical Exposition & Conference Arrangements Committee ..... | A-8      |
| Postal Committee .....                                         | A-8, 9   |
| presstime Advisory Committee .....                             | A-9      |
| Technical Committee .....                                      | A-9, 10  |
| Telecommunications Committee .....                             | A-10, 11 |

## ANPA Foundation Committees

|                                                                                                                       |          |
|-----------------------------------------------------------------------------------------------------------------------|----------|
| ANPA Foundation Newspaper In Education Committee .....                                                                | A-12     |
| AEJMC-ANPA Foundation Cooperative Committee on<br>Journalism and Mass Communications .....                            | A-12, 13 |
| ANPA Foundation Representative to the Accrediting Council on<br>Education in Journalism and Mass Communications ..... | A-13     |

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The newspaper uses an "adjective checklist," formally called the Predictive Index, that was developed by Praendex Inc. of Wellesley Hills, Mass. It is the only daily newspaper currently using the index. Through the two-page checklist, which takes about 15 minutes to complete, job applicants describe themselves and describe how they believe other people perceive them.

The index is scored by a person who has completed a four-day seminar in administering the test. "We do not use it as the deciding factor in hiring," says Karen M. Dobbyn, human resources manager for the Massachusetts daily. "We use it the same as information obtained from reference checking. What it will tell you is whether a person is suited for a particular job."

Dobbyn says the index can tell such things as whether a person is a good team worker, can delegate authority, is persuasive, and tends to be more objective or subjective. She says the index is used in the circulation, retail and classified advertising, accounting, business and employee services areas.

Stephen N. Picarde, president of Praendex Midlantic in Bowie, Md., says that the Predictive Index has been validated by two psychologists from Harvard University as non-discriminatory.

Another selection tool that is coming into the picture is called "biodata" testing, a technique that calls for applicants to answer a series of autobiographical questions, such as "How old were you when you became completely independent of your family for financial assistance?"

Many industrial psychologists contend that biographical data are the best single predictor of job performance. "In my opinion, the validity of biographical data is equal to or greater than the validity of other selection techniques, most particularly interviews," says psychologist William D. Buel, vice president of industrial-organizational research and evaluation in the Tampa office of Byron Harless, Reid & Associates, an industrial consulting firm.

Some personnel experts say that such tests and others like them should be called by another name. H. Rad Eanes III, a psychologist in the San Antonio office of the consulting firm Schneider & Eanes and former vice president of human resources for Harte-Hanks Communications Inc., says the word "test" implies there are right or wrong answers to questions. If properly used, he says, such tests are merely "instruments" that allow management to best utilize the skills, knowledge and potential of people.

But most newspapers, including the 92

dailies in the Gannett Co. group, simply do not use motivational tests in screening job applicants. "We've been more involved with training than trying to predict performance through testing," says James Robert Jones III, the company's vice president/employee relations.

**APTITUDE AND ABILITY.** One of the most significant developments in newspaper personnel testing occurred more than three years ago when a consortium of newspapers participated in a validation study of an aptitude test for reporters and copy editors. The newspapers involved in the study, which was finalized in August 1983, were the Alexandria (La.) Daily Town Talk, The Courier-Journal and The

all departments in the newsroom use them. The battery of tests is used primarily as a selection tool for writers and copy editors in the sports and business news departments, and for copy editors on the news desk.

Many newspapers have devised their own in-house tests as one factor in the selection process. In the newsroom, this usually involves giving applicants a set of facts for writing a story, or giving them a story to be rewritten.

"We've developed our own job-related tests, and I feel comfortable with them," says Judith A. Szabados, manager of human resources at the Daily Herald in Arlington Heights, Ill.

Frank A. McDonald, director of person-

---

*"The validity of biographical data is equal to or greater than the validity of other selection techniques, most particularly interviews," says psychologist William D. Buel.*

---

Louisville Times, The Miami Herald, and three dailies in the McClatchy Newspapers group.

The newspapers worked with Byron Harless, Reid & Associates to validate the tests. Reporters and copy editors at the newspapers took a variety of tests, which were finally narrowed down to the three in use:

- Thurstone Test of Mental Alertness, which measures general problem-solving ability, both verbal and numerical

- Cooperative English Test (Form 1B-Effectiveness), which indicates the ability to express one's self in writing

- Differential Aptitude Test, which gauges the ability to understand concepts stated verbally.

Buel of Byron Harless, Reid & Associates emphasizes that the tests are aptitude and ability tests, not motivational or personality tests.

The newspapers involved in the validation study use the tests, which take about an hour to administer, in several different ways. For example, in Alexandria the tests are given to all editorial applicants regardless of experience. "I wish we had (similar tests) in other areas" of the newspaper, says A.N. (Nelder) Dawson Jr., director of personnel and employee relations.

At McClatchy's flagship paper, The Sacramento Bee, the three tests are given only to the final job candidates. And not

nel at the Richmond (Va.) Times-Dispatch and News Leader, notes that such tests are "content valid," which means that the test "on its face is related to job performance."

The Associated Press has given editorial applicants a writing and editing test for more than 20 years. The test is timed, "which is key to us," says Kelly Smith Tunney, assistant general manager and director of corporate communications. It is "directly job-related" and involves writing "different kinds of stories," she says. AP also has tests for engineers and technical people, she adds.

But aptitude tests are by no means universal in the news business. The Toronto Star and The Columbian of Vancouver, Wash., are examples of newspapers that do not administer them. Some papers prefer tryouts in lieu of testing. For instance, The Arizona Republic and The Phoenix Gazette give editorial applicants a week's tryout before being hired.

**ASSESSING EMPLOYEES.** Although testing may become more prevalent as one of the tools used in the selection of job applicants, newspaper human resources specialists are exploring other ways that current employees can benefit from an evaluation of their strengths and weaknesses.

"We are trying to identify people who have the potential to do what needs to be



done," says Guy T. Garrett Jr., vice president/personnel for The New York Times Co. He notes that test results do not necessarily predict success in a job.

The Times Co. is one of the few newspaper companies that have used an "assessment center" and an outside consultant for the career development of people. An assessment center usually involves a group of employees who are as-

signed to tackle typical management problems under the observation of senior management employees called "assessors." The assessors later summarize their observations, giving an outline of the participants' strengths and areas for development.

The sessions are held outside the plant, usually in a hotel, and involve 25 to 30 people. Garrett cites as an example of the

success of such programs a former proofpress operator who is now circulation manager for metropolitan New York City.

Assessment centers have their critics, too—mainly because of the expense involved in renting space and taking people away from their jobs for as long as a week.

But personnel specialists say it is vital that something be done to help people progress. "It's important that people know there are opportunities to advance within the organization," says Daniel V. Mannix, vice president/labor relations at Newsday,

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*There is a real need  
in certain job areas  
for tools that will help  
predict job performance.*

Long Island, N.Y. He says newspapers should develop their own programs to help people overcome their weak points and not rely on "canned" programs. For example, if people have difficulty expressing themselves, there are courses they can take to develop confidence.

The Toronto Star uses outside industrial psychologists to evaluate people for their strengths and weaknesses. It's a "career-counseling device," says Personnel Manager Jim E. Eaton. Each employee receives a copy of the consulting firm's evaluation and is free to discuss it with the psychologists.

And since the 1960s, the Peoria (Ill.) Journal Star has used a local resource—the Human Evaluation Center at Bradley University—for assistance in making decisions on the promotion of employees to supervisory jobs.

All in all, while there is no surge in the newspaper business back to the psychological testing that was so prevalent prior to the 1964 Civil Rights Act, some human resources specialists say there is a real need in certain job areas, such as computer programming and advertising sales, for tools such as aptitude and attitude tests that will help predict job performance.

But the "one-on-one interview and a solid background check is more important" than testing, says Bryan of The Seattle Times.

"There is a skill that comes with experience in interviewing, and we'd rather rely on that," says Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati. □

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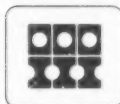
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| Dear Abby     | C1 | Sports      | D1    |
| Entertainment | B2 | TV Listings | B3    |

**Physicist propelled by puzzles**  
**Shuttle hearings show man's curiosity**

By WARREN E. LEAR  
Associated Press

WASHINGTON — Richard P. Feynman, the physicist whose impromptu experiments and exacting observations have illuminated the space shuttle investigation, moves through life powered by puzzle drive.

Whether teaching a class about particle physics at Caltech, dismantling a lock, playing bongo drums, building an atomic bomb or sitting on a presidential commission, Feynman is propelled by puzzles.

"Once I get on a puzzle, I can't get off," says the sometimes elusive, taciturn physicist. "I can't leave it after I've found out what it is."

or rockets. Failure of these seals in the resulting escape of superheated gases is now viewed as the likely cause of the accident.

Curious about the rubbery material used to seal the rocket joints, Feynman used pieces of it in an impromptu experiment during a commission hearing.

He placed the material in a small container, covered it in a glass jar, and applied pressure, he showed the material's elasticity in a demonstration.

Agency officials said Feynman's experiment was a key factor in the shuttle's safe return.

Page A

**U.S. wants to help Libya**

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# Increasing Reporters' Paychecks Would Result in Better, More Profitable Newspapers

BY TUCKER SUTHERLAND

Starting pay for reporters is fringing on the criminal. If any other industry paid professionals as poorly, it would be a major news topic; but, I guess, because the enemy is us, it is not exposed.

Pay for journalists has always been a sensitive topic with some publishers. Twenty years ago when I worked for the Texas Daily Newspaper Association, a publisher resigned because of a program I wrote that required interns be paid.

Historically, ours has been recognized as a low-paying profession, but at least we were able to point to teachers as a group paid worse. Unfortunately, we don't have educators to look down on anymore. Today, teachers are starting at pay levels higher than reporters, as are all other college graduates and most blue-collar workers. It is interesting that the emphasis on better education and increased pay for teachers that has swept the country was spearheaded by newspapers.

Why should we as publishers and editors be concerned? There are some very important business reasons, but, frankly, I think the problem has become so serious that there is a humanitarian issue now involved. We are not paying reporters a living wage. In many cases, without parental help or a working spouse, reporters lack enough money for the bare necessities. (At least, I guess this is an effective way to fight drug and alcohol abuse among people working in the newsroom: They can't afford it.)

If you have the stomach for it, take the time to sit down with one of these young journalists and try to figure out how they are surviving on what you pay.

Before going on, let me make two dis-

*Sutherland is president of Harte-Hanks Newspapers and senior vice president of Harte-Hanks Communications Inc. He is a member of numerous professional and civic groups, including the ANPA Telecommunications Committee and the Newspaper Advertising Bureau Future of Advertising Steering Committee.*

claimers. First, I am certainly in a position to help solve this problem and have done little more than pay it lip service. So, I include myself in the criticism. Secondly, I know some publishers and editors do better than the averages on which I base my case. So some are less guilty than others.

College graduates starting as daily newspaper reporters last year were paid a median of \$13,500 a year or \$260 per week. But for smaller dailies it was more like \$200 per week. \$300 per week should be an absolute minimum—and that is still less than teachers make.

One of the ideas I used to promote was for editors to hire more secretaries to handle many of the duties performed by reporters. Then someone pointed out the average starting pay for secretaries is \$15,869, which is 18-percent higher than that for reporters.

But let's look at the practical side of why we need to pay more to journalists. The biggest problem we face is lack of circulation growth. If our household penetration continues to decline, we are going to lose our advertising customers and our ability to increase advertising and circulation rates.

This means profits will suffer, and we will not be able to pay publishers and other executives as well as we do today. Now that is really serious, and I know you agree it deserves a solution!

We can blame our lack of circulation growth on lots of things—people are too busy to read, they are too lazy to read,



*In many cases,  
without some help,  
reporters lack  
enough money for  
the bare necessities.*

Tucker Sutherland

they cannot afford newspapers because of inflation—but the real problem is we have not been meeting their needs. We are not making our newspapers relevant to their lives. Too many people are finding newspapers dispensable as a source of information and entertainment.

This problem can only be solved in the newsroom, and it will only happen if we make a greater investment in the raw product—the journalists. We should look at higher pay for journalists as just that, an investment. I know the return on investment is there. I have seen it happen.

We have an editor in our company, Glenn Dromgoole, who has tenaciously fought the battle for higher pay for journalists. He has been the editor of two of our newspapers, and I don't think

there has been a year he did not increase circulation and market penetration. He has not done it only by winning a bigger share of the budget for editorial; he also has matched the newspaper's investment by demanding high quality and high productivity. He has sacrificed body count to gain better people at higher pay.

I am convinced that serious attention to this problem by publishers and editors can produce a dramatic upturn in the future and fortunes of daily newspapers. If we recruit and retain the best and the brightest, there is no other reason we cannot make our newspapers more relevant, more useful, more interesting and just plain indispensable. □



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There probably are as many theories about how women can get ahead in the newspaper business as there are about why they haven't moved any faster already.

Carol H. Green has her own approach toward climbing the corporate ladder—go the non-traditional route, recognize that “everything in life is an opportunity,” and be willing to work hard.

There are two undeniable things about Green's approach. First, it depends on her own initiative rather than on the good will of others; and second, it certainly has worked for her.

Today, Green, erstwhile star reporter on a mid-size Southern daily, is vice president of human resources and legal affairs for The Denver Post.

At 42, she is responsible for labor negotiations with nine unions and the administration of personnel policies for 1,400 employees. She also is general counsel for the newspaper, an officer and director of The Denver Post Corp. and is one of the seven-member senior executive team managing the newspaper.

Her performance has drawn high praise from colleagues in the newspaper, legal and other professions within which she moves. Typical of her impact on others is the reaction of her boss, Richard T. Schlosberg III, publisher and chief executive officer of The Post.

“She's one of the most competent and effective newspaper executives I've ever worked with,” says Schlosberg. “She's tough-minded, with high intellectual capacity combined with strong insights and sensitivity to others.”

Green's motivation has been more toward achievement than toward spearheading a women's movement within the walls of the newspaper industry. Nonetheless, her experience has left her with strong beliefs about how women should help themselves move up the ladder. “Women have to learn to become tough negotiators on their own behalf,” she says.

Her practical advice for her female colleagues is tough and explicit: “Go for the areas of work that are traditionally not considered to be female areas—for example, in the newsroom, go for hard news, business or sports. On the business side, train yourself for non-traditional areas such as circulation, labor or outside sales. Ask for opportunities when they open up, take seminars, volunteer for the hard projects and take risks. On the personal side, don't develop any romantic involvements with anyone at the newspaper.”

Green was born in Seattle but grew up on a farm in Northern Louisiana where she was raised by her grandparents. She

# Carol Green

*Road from reporter to labor negotiator paved with opportunity*

BY CLARK NEWSOM  
presstime labor writer

joined the Shreveport (La.) Times in 1965 after receiving a bachelor's degree in journalism and history from Louisiana Tech University in Ruston. She had served as the paid editor of the school newspaper, The Tech Talk, for two years.

She came to the Times as an “exceptionally talented” reporter, recalls Raymond L. McDaniel, the newspaper's former editor, now retired.

Green's next move was an early example of her willingness to take the non-traditional step. She left the Shreveport paper after two years to work for a year as a reporter for a daily in Guam. The opportunity to work overseas was “too tempting to resist,” she says.

Returning stateside, she joined the Post as a reporter in 1968.

In 1977, an event occurred that changed her career path. She was selected as one of the five participants in the first group of journalists to attend Yale Law School's Master of Studies in Law program, which gave her the first year of law school.

In 1978, while still working at the Post

as an editorial writer and assistant editor of the editorial page, she attended night school at the University of Denver College of Law, graduating in 1979 and passing the bar in 1980. She subsequently served as the Post's in-house counsel and became labor relations manager in 1981.

When Green encountered obstacles in her career path, she attacked them with a resolve and a willingness to take chances that have marked her march to the top.

“I found that during the period I was learning labor negotiations that I had to struggle for opportunities to learn, and I was considerably underpaid,” she says. “I overcame that by being stubborn about my right to be a full participant in labor strategy and policy and by leaving the newspaper business for a couple of years and gaining more training before I returned.”

That sabbatical—two years with the largest law firm in Denver—allowed her to hone her litigation skills defending suits in libel and employment law.

One day in 1985, she received a telephone call from Schlosberg inviting her to lunch. During the meal, Schlosberg persuaded her to return to the Post.

She's happy that she did. Her job, she says, “is extremely challenging and an opportunity to help shape the future of the newspaper.” Perhaps the most challenging aspect is “finding a way to turn conflict into a ‘win-win’ situation for both sides, and at the same time achieving management goals.”

Post Editor David Hall notes that Green understands the total newspaper operations. “It is rare in this business to get to work with an executive . . . who has the depth of knowledge she has,” he says.

“Carol is absolutely dogged and determined, and at the same time a very decent person,” says Michael J. Rybicki, a partner in the Chicago office of the law firm Seyfarth, Shaw, Fairweather & Geraldson. Rybicki, who has worked with Green on legal matters, adds that she “works incredibly long hours.”

Before returning to The Post, Green spent a month discussing the American news media and the law with journalists, lawyers, students and government officials in Egypt and India on behalf of the U.S. Information Agency.

That trip was just one more example of her following her personal philosophy: “Everything in life is an opportunity, and the best way to achieve meaning in life is to follow the potential and see where it leads.”

Green, who is divorced, says she is an “avid” skier, horseback rider, traveler and “very amateur” photographer. □



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## LEGISLATION



Listening as Martz testifies are (from left) Gene Kimmelman, Consumer Federation of America; James M. Fischer, Missouri Public Service Commission; and Ronald F. Stowe, Pacific Telesis Group.

## Retain the diversity principle, ANPA tells Senate committee

In testimony Sept. 16 before the Senate Commerce Committee, ANPA said the diversity principle should be part of any legislation transferring jurisdiction over the AT&T consent decree to the Federal Communications Commission.

The diversity principle holds that AT&T and the Bell regional operating companies should not be allowed to own or control the information carried over their monopoly facilities.

The committee heard testimony on S 2565, sponsored by Majority Leader Robert J. Dole, to shift control over the decree from U.S. District Judge Harold H. Greene to the FCC [*presstime*, Sept. 1986, p. 40].

"Telephone company monopoly power over the transmission of electronic information services is as strong now as it ever was," Uzal Martz, chairman of the ANPA Telecommunications Committee, told the Senate committee. "Accordingly, the reasons justifying an unequivocal retention of this diversity principle are just as compelling today as they were four years ago, when extensive legislative and judicial proceedings resulted in the Senate's adopting it in S 898 and Judge Greene including it in the consent decree."

Martz, president and publisher of the Pottsville (Pa.) Republican, said any shift of the consent decree's administration

from Greene's court should include a provision barring AT&T and the Bell regionals from entering the electronic information services business while they have monopoly power. He suggested that when a telephone company controls less than 75 percent of the market for local or long-distance telephone service, it could be viewed as no longer having a monopoly.

"However, before it could then enter the electronic information services market, it would still be required to demonstrate that there is no substantial possibility that it could use its market dominance to impede competition, and clearly defined protective safeguards would need to be met," he said. □

## FOIA clampdown

The House Sept. 22 passed a bill by voice vote that would change procedures for processing requests for business information under the Freedom of Information Act.

Under HR 4862 businesses would mark certain records confidential. Government agencies would notify the businesses when FOIA requests are made for those records and give them an opportunity to oppose release [*presstime*, July 1986, p. 64]. □

## COURTS

# Eyes right: New lineup on court

BY LISA M. DAWSON

All eyes will be on the lookout for a possible shift to a more conservative philosophy when the U.S. Supreme Court convenes Oct. 6 for its new term.

The swearing in of William F. Rehnquist as chief justice and of Antonin Scalia as associate justice could tilt the balance against the press in certain instances, some media observers fear [*presstime*, Aug. 1986, p. 37]. Rehnquist is viewed as more conservative than the man he succeeded as chief justice, Warren E. Burger, and as Rehnquist's replacement on the nine-member court, Scalia brings to the job a legacy of decisions viewed as unfriendly to the press.

Confirmed by the Senate Sept. 17—Rehnquist with 33 opposing votes and Scalia unanimously—both were sworn in Sept. 26.

Among the cases already accepted for review in this term are two in which the media have a big stake.

In *Arkansas Writers' Project Inc. v. Ragland, Commissioner of Revenue*, the court has been asked to decide whether an Arkansas statute that exempts newspapers and certain magazines (but not general-circulation magazines) from a general sales tax is constitutional [*presstime*, Aug. 1986, p. 40].

The Writers' Project publishes *Arkansas Times Magazine*, a general-interest monthly that was denied an exemption under the statute. The Arkansas Supreme Court held that the exemption was not applicable to the *Times* because the statute was intended to exempt only newspapers and religious, sports, professional and trade publications—not general-interest magazines.

Relying on the Supreme Court's decision in *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue* [*presstime*, May 1983, p. 29], the Writers' Project argued that the Arkansas tax plan

Dawson is a paralegal in the ANPA Legal/Government Affairs Department.



has the same effect as Minnesota's because the latter also singled out only a few to be taxed.

ANPA joined The Miami Herald Publishing Co. in a friend-of-the-court brief presenting a historical view of taxing the press and stressing that taxes on information are constitutionally suspect.

The court has also agreed to hear an appeal brought by the Department of Justice regarding the requirement of the Foreign Agents Registration Act that the label "political propaganda" appear on certain films. In *Meese v. Keene*, the government seeks reversal of a District court ruling that use of the words "political propaganda" violated the First Amendment.

At issue are three films, two on acid rain and one on nuclear war, produced by the National Film Board of Canada. When the films were submitted to the Justice Department in accordance with the act, the department found them to be "political propaganda, from a foreign source," and subject to the act's registration and source-disclosure requirements.

Besides these two accepted cases, the court has been asked to hear several others including:

- *Janklow v. Newsweek Inc.*, on whether allegedly defamatory suggestions are constitutionally protected assertions of opinion or statements of fact. Also at issue is whether opinions based on misrepresented facts should still be given First Amendment protection.

South Dakota Gov. William Janklow claimed he was defamed by a Newsweek article suggesting that while serving as state attorney general he sought prosecution of Indian activist Dennis Banks in revenge for Banks' initiation of rape charges against Janklow in tribal court.

The charges have been acknowledged to be false. Janklow claims the Banks prosecution preceded the tribal court allegations.

- *LaRouche v. National Broadcasting Co. Inc. et al.*, on whether a lower court erred in allowing an NBC reporter to testify in a public-figure libel trial about information received from confidential sources but not ordering the journalist to identify those sources.

The 8th U.S. Circuit Court of Appeals affirmed a District Court's finding that LaRouche had not exhausted all reasonable alternatives in his attempt to secure the identity of NBC's confidential sources. The case arose from two NBC programs about LaRouche and his political organization.

- *Fleming v. Moore*, on whether the Virginia Supreme Court erred in uphold-

ing a large damage award in a non-media libel case. The case centers on an editorial-type advertisement titled "Racism" that was placed in a newspaper by a black real estate developer. He ran the ad after local officials turned down his application to develop property. A white professor with adjoining property was mentioned in the ad.

An all-white jury awarded the professor \$233,333 in damages. The Virginia Supreme Court upheld the award for punitive damages, stating the real estate developer had acted with reckless disre-

gard of the truth, therefore satisfying the actual malice standard.

- *Jersawitz v. Noonan*, on whether a Bureau of Prisons regulation limiting personal interviews with inmates to radio or television stations licensed by the Federal Communications Commission is constitutional. Jersawitz, a self-employed journalist, claims the regulation violates equal protection rights.

The 11th Circuit upheld the regulation, finding that it served a significant goal by way of preserving order and security in a maximum-security prison. □

## COURT BRIEFS

- *Capital Cities/ABC Inc.* and its subsidiary, the Kansas City Star Co., reached settlement with 263 of the 267 independent-contract carriers who had sued over termination of their contracts. Announcing the **\$28-million settlement** Sept. 5, the company said settlement offers remain outstanding to the four remaining plaintiffs.

The dispute arose in 1975 when the Star Co. first considered changing its delivery system from independent contract carriers to delivery agents.

According to the carriers' attorney, Steven G. Emerson, the agreement settles claims in two lawsuits—one in a state court over contract issues and one in federal court over alleged overcharging for newspaper copies [presstime, Jan. 1985, p. 44].

- Three independent distributors have filed a \$45-million, class-action antitrust suit against The Pensacola (Fla.) News Journal Inc., several of the company's employees and its owner, Gannett Co.

The distributors claimed in U.S. District Court that the defendants **unlawfully conspired to set prices** at which carriers sell The Pensacola News Journal and USA Today. The defendants have denied the charge.

In a related development, according to Lawrence J. Aldrich, senior legal counsel for Gannett, The Pensacola News Journal will discontinue its independent-contract carrier distribution system Oct. 4 and go to a delivery agent system, in which carriers are paid a fee for their services.

- *The Winnipeg (Manitoba) Sun* was found guilty Sept. 5 of **contempt of court** for publishing the criminal record of a man accused of robbery prior to his being convicted.

Queen's Bench Judge Vern Simonsen ruled that printing the story risked prejudicing the case. He ordered the newspaper to pay \$200 in court costs.

- A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, Sept. 19 ruled that the "fairness doctrine" is not required by law. The doctrine obligates broadcasters to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The ruling came in a case challenging the Federal Communications Commission's decision not to apply that doctrine as well as political reasonable-access and equal-time rules to teletext. ANPA had

supported the FCC approach [presstime, May 1983, p. 33].

The court upheld the FCC's decision to exempt teletext from the reasonable-access rule and from the fairness doctrine. But the court reversed the commission's decision to exempt teletext from the reasonable-access rule and from the equal-time rule and sent it back to the FCC for further consideration.

The court's statement on the fairness doctrine is viewed by some as meaning the FCC may do away with the fairness doctrine.

- In a decision that overturned an earlier judgment in a related case, the Ohio Supreme Court ruled 4-3 that a column in The News-Herald of Willoughby was **constitutionally protected expression of editorial opinion**.

The 1975 column said two school officials lied at a hearing, and it spawned separate libel suits. In 1984, when it heard an appeal in the first case, the court ruled that the statement at issue was an assertion of fact, not opinion. That case was appealed by the newspaper to the U.S. Supreme Court, which declined to hear it [presstime, Oct. 1985, p. 42].

The recent decision came on an appeal of the second case.



## REGULATIONS

**Detroit dailies oppose JOA hearing**

Detroit's daily newspapers have asked Attorney General Edwin Meese III to disregard the recommendation of his Antitrust Division and approve their proposed joint operating arrangement—without a public hearing.

In an Aug. 25 response to the Antitrust Division's call for a hearing, the newspapers said the Detroit Free Press is continuing to suffer "substantial losses." They maintain that the Free Press is a "failing" newspaper as defined by the Newspaper Preservation Act.

The two dailies said the losses for the Free Press, owned by Knight-Ridder Inc., totaled \$8.3 million in the first six months of 1986, about 18 percent more than during the comparable period in 1985. The Detroit News, acquired by Gannett Co. in February, lost \$3.5 million during the first half of this year, they said.

The dailies also said: "Although the report of the Antitrust Division weaves a web of 'maybes' and hopes, offering threads of promise for the future of the Free Press,

the uncontroverted facts . . . make clear the reality of continuing substantial losses that the Free Press confronts."

The deadline for public comment on the plan has been extended for a second time and is now Oct. 23 [presstime, Sept. 1986, p. 39].

The extension will allow the newspapers and the Justice Department to settle an issue regarding confidentiality of some documents supplied to the department.

According to a department spokesman, the newspapers requested that some 30 boxes of documents not be put on the public record on the case. He said the department informed the newspapers Sept. 23 that it would honor their request for confidentiality for some, but not all, of the documents. The department set up a process whereby the newspapers could appeal that decision.

Meese may make his recommendation on the JOA application any time after the comment period. He can approve it, deny it, or order a public hearing. □

**ANPA helping FCC on press-radio licensing**

Beginning Oct. 22, a newspaper or wire service seeking to obtain a new license for a two-way mobile radio system or to modify an existing license will submit the application to ANPA, instead of directly to the Federal Communications Commission.

Under its new responsibility as the FCC-certified "frequency coordinator" for the Relay Press Radio Service, ANPA will review each application and recommend a frequency within the block of frequencies set aside for press use. It will submit its recommendation to the FCC, which will make the final decision on granting the license.

The Association has contracted with Spectrum Management Systems Inc. of Arlington, Va., for assistance in developing a computer database of licensees, establishing management procedures and performing certain technical tasks.

Spectrum, a wholly owned subsidiary of Special Industrial Radio Service Association Inc., will work with the ANPA Telecommunications Department. According to Kathleen Criner, ANPA director/telecommunications affairs, the Association is considering establishing an advisory group of newspaper executives to

provide technical advice.

In November, the Association will send copies of licenses on file with the FCC to the licensees and ask them to review the documents for accuracy, Criner said. "Looking down the road," she said, "what we hope to be able to do is get a better sense of how newspapers are using mobile frequencies and identify opportunities for new applications."

ANPA will charge a basic fee of \$105 per application for the frequency coordination service, with additional fees depending on the number of proposed base stations. In addition, the FCC is charging a separate fee of \$30.

Questions regarding the service and ANPA's role may be directed to Criner at The Newspaper Center in Reston, Va. Applications should be submitted to ANPA c/o SMS, 1700 North Moore St., Suite 910, Arlington, Va. 22209.

The Association sought and obtained FCC certification as the frequency coordinator for the Relay Press Service when the FCC ordered that all private radio services have such committees [presstime, May 1986, p. 60]. ANPA acted to ensure that newspapers would continue to have primary access to the service. □

**Donrey's cellular system exceeds expectations**

The cellular radiotelephone system in Tulsa is exceeding growth predictions, said William G. Babb, general manager. Called Cellular One, it is 92-percent owned by a subsidiary of Donrey Media Group, which publishes 48 daily newspapers and 55 non-dailies, mostly in Western states.

Marketing of Cellular One began in the spring of 1985, and the system began operating last March. Babb said the Tulsa operation is no different from other cellular businesses in that it generally takes "three to five years before you get into the black, and five to seven years before you get into a payoff."

Donrey is one of a handful of newspaper-related companies that currently own cellular radiotelephone systems [presstime, Aug. 1986, p. 6]. □

**New York Times assists in information service**

An electronic information service, New York Pulse, was introduced in September to New York area consumers. The service is provided by a New York Times Co. subsidiary and Covidea, a partnership of several companies.

Through their personal computers, users of the service will have access to news, sports scores, restaurant and theater information, business and other information [presstime, Dec. 1985, p. 42]. □

**Dow Jones offers new business report**

A summarized business report is being offered by the Dow Jones News/Retrieval service for computer users. The report joins more than 40 other databases that provide business and financial information through the service.

The Business Report is described by Dow Jones officials as a "snapshot" by which a user can get a quick look at updated business news, with a cross-reference to more detailed information.

Dow Jones also announced an electronic link with Westlaw, a legal-information service. Westlaw customers will be able to combine News/Retrieval's financial information with the legal service. □

## Enterprise vows to appeal rate decision

The publisher of a free-circulation newspaper, thwarted in proceedings before postal authorities, said he will file another court appeal in a continuing fight for the right to use relatively low second-class rates.

Ron Bailey, publisher of The Enterprise of Winchester, Tenn., said he will appeal to the U.S. Circuit Court of Appeals an adverse decision of the governors of the U.S. Postal Service.

The governors Sept. 19 upheld a recommendation from the Postal Rate Commission, which said existing postal rules constitute "the least restrictive means" of determining second-class eligibility. The Enterprise, it said, must use more expensive third-class rates for subscriber delivery.

The panel relied heavily on its decision in a similar case last November, in which it found the free-circulation River Parishes Sun of LaPlace, La., did not qualify for second-class rates even though it carried a full plate of local news [presstime, Jan. 1986, p. 27].

At issue is the requirement that more than 50 percent of a newspaper's circulation must be paid in order for the newspaper to qualify for subsidized, in-county, and most other second-class rates.

For more than three years, The Enterprise has been trying to win the right to use second-class rates. It initially took its case to U.S. District Court, which ruled the paper has a right to the lower rates. A federal appeals court overturned that decision without examining the case's merits; the court said The Enterprise should have exhausted administrative remedies before seeking court relief. An administrative appeal led to the rate commission's decision July 31.

Bailey said he still feels the paid-subscriber rules are "totally discriminatory" and vowed to take his case to the appeals court for a hearing on the merits of his argument.

The Enterprise and River Parishes Sun were two of four free newspapers seeking second-class mail rights. The other two are now defunct. One of them, The Weekly of St. Louis, lost a lawsuit in U.S. District Court on jurisdictional grounds. The other, The Gulf Times of Beckley, W.Va., dropped its lawsuit in U.S. District Court after it went out of business. □



ANPA Assistant General Counsel Tonda F. Rush (center) discusses postal issues with Elliott R. Paul (right) of Calkins Newspapers, Levittown, Pa., and Al Smith of the Columbia, S.C., papers at an ANPA-International Circulation Managers Association reception Sept. 9 in Washington, D.C. It was held during the annual National Postal Forum.

## Four dailies file complaint with Rate Commission over new second-class TMC rules

Four daily newspapers have blasted a new postal rule that attempts to ban delivery of total-market-coverage papers via second-class mail. They also said the rule was implemented improperly.

The rule in question took effect July 20 after publication in the Federal Register five days earlier.

Among other things, the rule bars a TMC publication from traveling under a newspaper's second-class permit if the number of non-subscriber copies "is more than twice the number of copies of any other single issue of the parent publication distributed through the mails during the same week."

The restriction came on top of previous

rule changes effective in June also made to clamp down on second-class TMC [presstime, Aug. 1986, p. 38].

The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner said in a complaint at the Postal Rate Commission that the newest rule is a "clumsy and broad-gauged effort" to deal with TMC. They said it could have an adverse impact on newspaper issues not designed to be TMC papers—by requiring a newspaper to have separate permits to mail its regular issues on different days, for example.

The newspapers also said the new rule amounts to an improper change in mail classification. □

## POSTAL NOTES

- The House and Senate appropriations committees have approved postal funding levels for the new fiscal year that would result in **no rate increases** for so-called "preferred" mail, including the in-county, second-class category.

Although Congress had not taken final action by press time, ANPA postal experts believed the appropriations levels would be passed intact. The new fiscal year began Sept. 27.

- Another postal-rate-related bill is given a **slim chance of adoption** this congressional term. One part of the bill would benefit many newspapers by reinstating a subsidy for mailing fewer than 5,000 copies of a second-class publication in a contiguous county of publication [presstime, Sept. 1986, p. 43].

But another part would work to the detriment of at least one newspaper company—the Journal

Newspapers of Springfield, Va. The bill would limit use of relatively cheap in-county rates to 20,000 copies. Three of the five Journal dailies have in-county mail circulations of more than 20,000.

The company would have to pay more expensive, regular rates for about 75,000 mail copies each day. That would add hundreds of thousands of dollars to its annual postal bill, Journal officials said.



## Guess Which One Will Grow Up to Work in the Newspaper Industry?

Photo: Ed Bernik

As things stand now, there really isn't too much guesswork involved.

It's just a tainted fact of our business that there are fewer minorities represented in our work force. Whatever the reason for this discrepancy, the cost to our industry is tremendous because it influences the career decisions of our youngsters and limits their creative impact on our final product.

Support minorities in your hiring process. They've got a lot to offer as pressmen, machinists, typesetters, sales people, artists and management. And you've got a lot to gain.

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**Get off on the right foot and support minority hiring.**



# Media press Soviets on Danilooff

Leaders of 11 major U.S. media organizations in late September were awaiting a response from Soviet leaders to their appeal for permission to send a delegation to Moscow to press for the release of American journalist Nicholas S. Danilooff.

The appeal, in telegrams to Soviet General Secretary Mikhail S. Gorbachev and other leaders in the Kremlin, was disclosed at a Sept. 22 press conference in Washington, D.C., regarded as an unprecedented joint action by the press groups.

"We view Mr. Danilooff as an exemplary journalist," the organizations said. "We believe his continuing detention needlessly worsens relations between the Soviet Union and the United States. We are concerned by the serious implications of this matter for members of the international press corps who are assigned to cover the Soviet Union."

At the same time, the media representatives sent a letter to the Soviet embassy in Washington, D.C., applying for visas. Although they left the dates of the trip open, they said they hoped that it would take place within two weeks.

Danilooff, Moscow correspondent for U.S. News & World Report, was arrested Aug. 30 and charged with espionage after he met with a Soviet acquaintance and accepted a package that was said by the Soviets to contain secret materials. He was imprisoned for two weeks then re-

leased to the custody of the U.S. ambassador in Moscow while awaiting trial.

The United States contends that Danilooff was set up by the Soviets after the FBI on Aug. 23 arrested Gennadi F. Zakharov, a member of the Soviet delegation to the United Nations. Zakharov, accused of espionage, was released to the custody of the Soviet's U.S. ambassador in a deal to get Danilooff out of jail.

"Nick Danilooff's fate is not just a matter for state-to-state negotiations," said Richard J.V. Johnson, immediate past president of ANPA, at the media's press conference. "The American news media have a direct interest in the outcome; and as their representatives, we will do all we can to press for Mr. Danilooff's release—and for an understanding that nothing like this will happen again," said Johnson, president of the Houston Chronicle.

Michael G. Gartner, president of the American Society of Newspaper Editors, called the press conference the first such gathering in memory. "I believe it shows the gravity of our concern about the issue of using an American reporter as a pawn in international affairs," he said.

ANPA, ASNE and the other groups came together to show their "unity," "concern" and "dismay" over the Danilooff affair, said Gartner, editor of The Courier-Journal and The Louisville Times.

Eugene L. Roberts, executive editor of

The Philadelphia Inquirer and president of Philadelphia Newspapers Inc., said another reason for the meeting was to "get across a message to our correspondents in Moscow that we do, indeed, stand behind them. We do not want them to be inhibited. We want them to cover the news."

Asked what a delegation of media representatives could do that the government hasn't already done to free Danilooff, Roberts, chairman of the News Advisory Board of United Press International, said it was a "mistake to let our government do our talking for us. Then we appear to give substantiation to Russian charges, which we believe strongly to be untrue." Roberts, who was credited with "prodding" the media to act on the issue, added: "We feel the time has come to speak for ourselves and to act for ourselves."

Gartner said the group had not discussed what might be done to secure Danilooff's release, including the issue of a possible exchange for Zakharov.

However, USN&WR Chairman and Editor-in-Chief Mortimer B. Zuckerman said it was "outrageous to contemplate a swap." Zuckerman said he favored an "asymmetrical" agreement rather than an equal exchange.

He said he had no complaints with the way the U.S. government had handled the incident and was "particularly happy" that Danilooff's release from prison was going through, as he stated, mental torture in that prison," he said.

ANPA's Johnson spoke of the implications of the incident. "For every American journalist now in Moscow and for those who work there in the future, the stakes have suddenly soared," he said. "Where previously the worst fear for an enterprising reporter was expulsion, it is now arrest for a crime that is punishable by death or, at least, a long term in a Soviet prison."

Also at the press conference and signing the media's appeal in addition to ANPA, ASNE and the UPI advisory board were representatives of the American Committee of the International Press Institute, American Society of Magazine Editors, Associated Press Managing Editors, National Association of Broadcasters, National Press Photographers Association, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, and Society of Professional Journalists, Sigma Delta Chi.

—Margaret Genovese



Margaret Genovese

Zuckerman addresses press. Listening (from left) are APME President James F. Daubel, president and editor of The News-Messenger of Fremont, Ohio, ASNE's Gartner and ANPA's Johnson.



## Medical information curb sought

ANPA has alerted state newspaper association managers to be on the lookout in their legislatures for a model bill to restrict access to medical information.

The National Conference of Commissioners on Uniform State Laws passed the Health Records Act in August. Although the model bill goes to the American Bar Association for ratification in February, it already is available to the states, according to Tonda F. Rush, ANPA assistant general counsel.

NCCUSL is a group of legal experts, appointed by state governors, that recommends model state laws.

According to Rush, the proposed Health Records Act would prohibit any health care facility or provider, whether public or private, from disclosing any medical information about a patient except name, presence in the facility and

general condition. Where a patient does not consent, even that information could be withheld, she said.

If the bill surfaces in their legislatures, state press association managers should check with newsrooms to determine how much medical information currently is available and how the bill would affect their news-gathering, Rush said. "The bill contains no exemption for public officials or for matters of public interest."

Prior to the August NCCUSL meeting, ANPA wrote to the commissioners opposing another model bill, the Uniform Criminal History Records Act. The Association said that bill would result in the sealing of most non-conviction criminal records in state information systems.

The measure obtained NCCUSL approval and also will come before the ABA in February. □

## Dozen states have new libel or tort law

Legislatures in 12 states have passed bills this year having to do with libel or, more broadly, with tort reform.

According to a report by Kevin Grant, ANPA's state relations coordinator, five states enacted laws that specifically cover actions in libel:

- Florida reduced the statute of limitations for bringing a libel suit from four years to two years.
- Georgia amended its retraction statute by extending the time period for publishing a retraction from three days to seven days.
- Oklahoma limited punitive damage awards in libel cases to 50 percent of actual damages unless the court finds the defendant acted with wanton and reckless

disregard for the rights of the plaintiff.

• Vermont required courts to award "costs and reasonable attorney fees" to prevailing defendants in a defamation suit if the court finds the action was "frivolous and without merit."

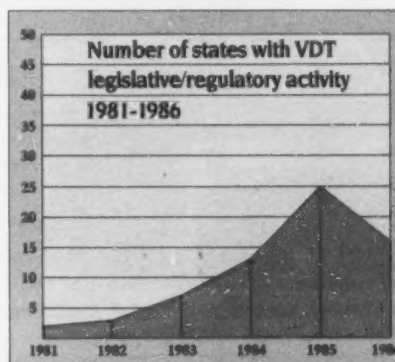
• Washington limited damages for pain and suffering that a libel or privacy plaintiff can recover, according to a formula.

At press time, libel-related bills were still pending before legislatures in two states, California and Pennsylvania. Grant said it is unlikely the bills will pass this session. Grant said seven other states have enacted broad tort revision laws that may have some general application to actions in libel. □

## VDT bills expected in 17 state legislatures

Legislation that would affect the use of video display terminals is expected to be introduced in 17 states in 1987, according to the ANPA Legal and Government Affairs Department.

As the accompanying chart shows, the number of states considering VDT bills since 1981 steadily increased before peaking at 25 in 1985 and dropping to 16 this year. To date, no state has passed legislation that would affect employers in the private sector. Two states, Connecticut and Maine, passed "study" bills, and the governor of Oregon vetoed a VDT bill [presstime, Aug. 1985, p. 36]. □



## A behind-the-scenes look at libel

Reform of U.S. libel and privacy laws is necessary and will happen, says Rodney A. Smolla, associate law professor at the University of Arkansas, Fayetteville. The reason, he claims, is that neither the media nor the public is satisfied with current law.

Smolla examines these and related issues in *Suing the Press: Libel, the Media & Power*. The book focuses on economics of media litigation and the cultural forces that have a bearing on libel judgments.

The 280-page, hard-cover book is available for \$18.95 from Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

## The impact of political reporting

How much influence does the press really have in political reporting? Thomas C. Leonard, associate professor of journalism at the University of California at Berkeley, says in *The Power of the Press: The Birth of American Political Power* that political reporting today has much more clout than in the past.

However, that clout has become a double-edged sword, he argues. On one hand, it has fostered interest in democratic government; on the other, it has threatened political participation, Leonard says.

The 276-page, hard-cover book, which costs \$22.50, was published by Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

## J-schools should teach management, too

Journalism schools emphasize the editorial side of newspapering, and students often are not familiar with other aspects of the business, says W. Parkman Rankin, in *The Practice of Newspaper Management*.

Rankin, associate professor at Arizona State University's Walter Cronkite School of Communications and a former newspaper executive, discusses newspapers' advertising, circulation and promotion departments and the roles of the heads of each within the "corporate culture."

The 168-page, hard-cover book is available for \$29.95 from Praeger Publishers, 88 Post Road W., Box 5007, Westport, Conn. 06881. □

## Coverage of men, women appears more balanced than in past

BY GUIDO H. STEMPEL III

Many studies in recent years have compared the coverage of men and women. The typical finding is that men get better coverage, but it's not usually clear whether this reflects coverage or the actual status of women in contemporary American society.

A study by Diane Silver in the Spring 1986 Journalism Quarterly offers a new perspective on this. She studied coverage of male and female officials in 21 Michigan newspapers for a nine-week period in 1983.

She found that men did get better coverage, but that when the analysis was controlled for occupation and seniority, coverage was nearly the same. For example, two members of the Michigan Legislature, one male and one female, who had been in office the same length of time, would tend to get comparable coverage.

She also found untrue the frequent complaint that news stories about women

tend to mention attire, physical attributes and marital status more than similar stories about men. She concluded that perhaps the press is working harder at trying to avoid being sexist in coverage.

Silver, now a reporter for the Wichita Eagle-Beacon, did the study for her master's thesis at Michigan State University.

♦ ♦ ♦



Guido H. Stempel III

Ever since *Near v. Minnesota* in 1931, the U.S. Supreme Court has consistently upheld the right of the press to publish material that it has acquired. At the same time, the Supreme Court has usually said that there is no First Amendment right to report, no right of access to the news.

A major breakthrough came in 1980 in *Richmond Newspapers* when the Supreme Court said that the Sixth Amendment meant

the press has a right to report trials.

Recent Supreme Court cases seem to be expanding the right, according to Ann L. Plamondon, associate professor of communication and theater at St. Mary's College of Indiana. In her article in the Spring 1986 Journalism Quarterly, she singles out three Supreme Court decisions:

- In *Press Enterprise Co. v. Superior Court of California*, the court ruled that the precedent from *Richmond Newspapers*

covered jury selection as well as the trial.

- In *Waller v. Georgia*, the court ruled that the closing of a hearing on whether or not evidence should be suppressed was improper.

- In *Seattle Times Co. v. Rhinehart*, the court ruled that information disclosed by the discovery process could be restricted by protective order. However, the justices made it clear that this applies only to material that is truly sensitive, invades privacy or discloses trade secrets. Most discovery material is to be public.

The critical question is whether the court will see fit to extend the right to report to other areas of government.

♦ ♦ ♦

It's generally believed that Roy Peter Clark started the writing coach movement when he took on that role for the St. Petersburg Times in 1977. Today there are probably more than 200 newspapers using their services.

What does a writing coach do? If you have a writing coach, does yours do pretty much what others do? You can find the answers to those two questions in an article by Rita Wolf and Tommy Thomason in the Spring Newspaper Research Journal. Both Wolf and Thomason are on the journalism faculty at Texas Christian University.

They report, on the basis of a national survey, that one-on-one conferences head the list of coaching activities. Coaches believe this is the most effective approach.

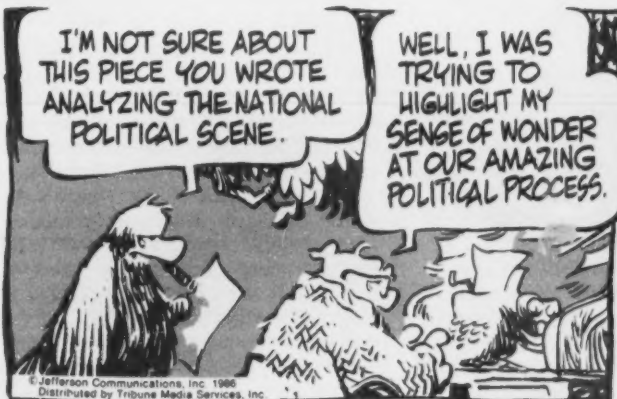
Organization is the area on which they spend the most time, and they believe it is the most common weakness of newspaper writers. Other major concerns are clarity and conciseness.

The great majority of writing coaches believe their efforts make a difference. □

*Stempel is distinguished professor of journalism at the E.W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.*

'Shoe'

By Jeff MacNelly



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## Yellow Pages hurt newspaper revenues, but there are ways to fight back

BY CRAIG C. STANDEN

One major consequence of the breakup of AT&T has been the emergence of classified telephone directories, the so-called Yellow Pages, as a major competitor for newspapers' advertising business.

From their beginning in 1878 until 1984, the Yellow Pages were effectively controlled by AT&T, which through its subsidiaries accounted for 85 percent of Yellow Pages business. The others were produced by non-Bell phone companies (mainly GTE, United Telecom and Continental) and a large number of small companies—some in the phone business and some not—that published local directories. Except for these small local directories, there was very little overlap or serious competition among these companies.

The divestiture agreement between AT&T and the Justice Department prohibited AT&T from publishing Yellow Pages directories for seven years and required AT&T to turn the Yellow Pages business over to the seven regional "Baby Bell" companies.

That precipitated an explosion in the directory business. The number of Yellow Pages directories has grown from 6,200 in 1983 to an estimated 7,500 this year. This may not sound very explosive, but many of the 1,300 new Yellow Pages directories have been launched in the largest markets in the United States.

So, in that same three-year period, estimated Yellow Pages revenues have grown by a startling 56 percent, from \$5 billion in 1983 to a projected \$7.8 billion this year. And by 1988, Yellow Pages revenues are expected to be close to \$11 billion—more than double 1983 revenues.

A lot of that is coming out of our hide, not only in local advertising but in national as well.

In 1985, local advertising—the cornerstone of our business—totaled \$22 billion in U.S. daily newspapers. The Yellow Pages' 1985 local advertising revenues were \$6 billion, but during that year, Yellow Pages revenues were up 15.4 percent, while local spending in newspapers increased only 7.6 percent.

As for national advertising, newspaper expenditures in 1985 totaled \$3.3 billion,

compared with \$600 million for the Yellow Pages. But again, the Yellow Pages grew approximately twice as fast during the year, by 16.4 percent to newspapers' 8.8 percent.

In an increasing number of markets, directories published by competing companies are pitted against each other. In New York City, for example, invader Southwestern Bell is promoting its new "New York Yellow Pages," against the local Baby Bell's "NYNEX Yellow Pages." Southwestern Bell is the most aggressive of the regional Baby Bell companies, publishing more than 1,000 directories in approximately 100 markets all over the United States.

**HOW THEY SELL.** The Yellow Pages have some powerful selling arguments. For example:

- 77 percent of all U.S. adults refer to the Yellow Pages in a typical month; 56 percent use the Yellow Pages in a typical week.
- The Yellow Pages reach prospects when they're ready to buy.
- The average person makes 1.83 references to the Yellow Pages per week.
- 83 percent of all Yellow Pages references result in user's contacting a store or business.
- 47 percent of all Yellow Pages references result in the purchase of a product or service. That's 21.4 million purchases per day.
- 54 percent of these Yellow Pages purchases were for \$25 or more.

There are many more such statistics, but that will give you an idea. And if you were an advertiser, you'd find these sales arguments hard to resist.

Even more important to the success of the Yellow Pages has been their strategy of producing directories aimed at specific market segments. This strategy fits neatly with the target-marketing objectives of today's advertisers. In fact, some directories are targeting ethnic groups, specific industries and other segments of society.

In general, the large Yellow Pages pub-



Craig C. Standen

lishers have aggressive, well-trained, professional sales organizations. Typically, the Yellow Pages sales person has a base salary of \$28,000-\$35,000, plus commission. Their employment ads state that an average sales person with no selling experience can make \$40,000 per year. Industry sources say top Yellow Pages sales people earn more than \$100,000 a year.

When a Yellow Pages sale is made in your market, it's a commitment for a year or more. This takes money out of the advertiser's budget and reduces his

or her flexibility. In the long run, it means your paper almost invariably receives a smaller share of the advertiser's total expenditure.

**HOW TO FIGHT BACK.** Of course, the Yellow Pages have plenty of weaknesses as an advertising medium.

- **Inflexibility:** There is usually a lead time of three months or more before the ad appears—and no chance to change the copy for a year or more.
- **Limits on ad content and creativity:** Most Yellow Pages won't accept competitive copy (for example, a claim like "lowest prices in town." Artwork and type selection are very limited).
- **Proliferation:** Many advertisers are now facing the need to choose from as many as half a dozen different directories in a single market.

• **Uncertain distribution:** Even if a directory is distributed to every household in a market, how can the advertiser be sure it is used? This is an especially strong argument for daily newspapers, which readers pay for because they want to read them.

Tom Fitzpatrick of the bureau's Marketing Department recently compiled a more detailed overview of the Yellow Pages as they relate to the newspaper business. If you'd like to receive a free copy, call or write me.

On a longer-range basis, the bureau is developing a workshop on selling against the Yellow Pages, which should be available sometime next year. □

*Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to prestime.*



## Lesser increases in ad rates expected

Observers inside and outside the business are predicting that U.S. daily newspapers next year will continue their recent trend of whittling down advertising-rate increases.

The 1987 increases will average "in the range of 5 to 7 percent," said Robert C. Momson, president of the International Newspaper Advertising and Marketing Executives.

From "6 to 6½ percent on average," said Bruce Thorp, newspaper analyst for Lynch, Jones & Ryan.

According to the Newspaper Advertising Bureau, U.S. dailies' ad rates increased an average of 11.6 percent in 1982, 10.1 percent in 1983, 9.5 percent in 1984 and 8.6 percent in 1985. NAB has reported that increases through August of this year averaged 7.7 percent.

However, an annual study by a leading ad agency in New York City shows a somewhat different picture. Against the background of the recent decline in the rate of inflation and relatively stagnant total newspaper circulation, these modest increments take on greater dimensions.

According to figures compiled by Ted Bates Advertising, newspapers' ad-rate increases ranked second only to daytime television in 1986, when measured in terms of cost per thousand, or CPM.

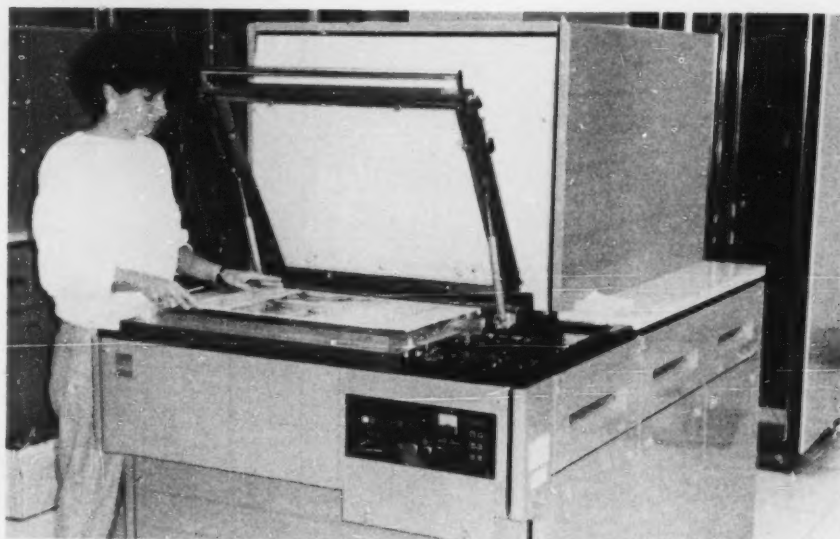
In the absence of major circulation gains by newspapers, some ad buyers consider even modest cost increases unjustified. "Newspaper costs have gone out of sight in relation to where the circulation has gone," said Jack Cohen, for DDB Needham Worldwide. "Therefore CPM has gone through the roof."

But some newspaper executives and analysts disagree.

In general, increases can be justified by "tremendous investments in plants and equipment," said INAME's Momson, vice president/marketing for the St. Paul Pioneer Press and Dispatch.

Frank J. Savino, vice president/marketing for The Record in Hackensack, N.J., said advertisers should consider the "dominant demographics" of newspaper readers, not just count CPM.

And with a "possible" rise in newsprint prices and an expected 3.5-percent rise in inflation next year, analyst Thorp said "anything less than a 6-percent increase (in ad rates) might hurt newspapers." □



Jeanne Bracken, traffic manager of AD/SAT, the system that will deliver national advertising to newspapers via satellite, places ad on scanner during final transmission calibrations at the AD/SAT Technical Operations Center in New York. The first demonstration transmission of material was scheduled for Sept. 29 [presstime, July 1986, p. 56].

## Globe and Mail urges Canadian government to ban tobacco advertising

Citing the "harsh medical evidence of tobacco's effect on the human body," The Globe and Mail of Toronto has called on the Canadian government to ban the promotion of tobacco products.

In an Aug. 27 editorial advocating the ban, the newspaper—Canada's fourth-largest and only nationally circulated daily—said it no longer will accept tobacco advertising. "There must be compelling public interest before a government, or a newspaper, should take the extraordinary step of preventing a legal product's promotion. We believe that interest here is undeniable," the paper said.

In 1985, The Globe and Mail received \$124,000 (Canadian) worth of tobacco advertising, according to Shirley Sharzer, as-

sociate managing editor. In the early 1980s the newspaper was averaging about \$500,000 a year from tobacco advertising. "But the signals were going out from our publisher that we were probably heading in the direction (of refusing such ads), so the advertisers began to pull out."

Last year, two smaller Ontario dailies, The Whig-Standard of Kingston and The Recorder and Times of Brockville, stopped taking such ads [presstime, Oct. 1985, p. 34].

Canada has no legal restrictions on tobacco advertising. However, in accordance with a voluntary code adopted by Canadian tobacco manufacturers, tobacco ads do not appear on Canadian television and radio, and print ads carry a health warning. □

## Scarborough sale assures study funding

An American subsidiary of VNU, the largest publishing company in the Netherlands, has agreed to acquire Scarborough Research Corp.

This move by VNU-Amvest comes two months after Simmons-Scarborough Syndicated Research Associates dissolved. Subsequently, the parent companies—Simmons Market Research Bureau and Scarborough—announced separately that each would continue industry-wide syndi-

cated research for newspapers in the top 50 markets [presstime, Sept. 1986, p. 51].

"A number of people were concerned about the financing Scarborough would have, and I think that this (acquisition) answers the question," said Scarborough President Harold Israel. "The new relationship with VNU-Amvest ensures the funding required" for Scarborough's 1987 newspaper ratings study, said Executive Vice President Jay M. Cohen. □





William O. Taylor



Charles A. Perlik Jr.



Alfred JaCoby



Sandra H. Utt

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

## **The Law of Libel**

William O. Taylor, publisher, The Boston Globe. Norwood Chamber of Commerce meeting, Norwood, Mass., June 3

## **Has Credibility Become an Obsession With Newspapers?**

Robert P. Clark, vice president/news, Harte-Hanks Communications Inc., San Antonio. Seminar for Professional Journalists sponsored by the Oregon Newspaper Publishers Association and Linfield College, McMinnville, Ore., June 12

## **Banning Truthful Advertising of Legal Products: A Misguided Approach to Health Issues**

Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va. House Subcommittee on Health, Washington, D.C., Aug. 1

## **Concerns About the Collective Bargaining Program and Other Matters**

Charles A. Perlik Jr., president, The Newspaper Guild, Washington, D.C. The Newspaper Guild annual convention, Philadelphia, June 23

From the Association for Education in Journalism and Mass Communication annual convention, Norman, Okla., Aug. 3-6:

## **Threats to Scholastic Journalism: Implications for Universities and the Professional Media**

Dorothy McPhillips, president, Journalism Education Association, Orting, Wash.

## **Readers' Views Toward a Newspaper Ombudsman Program**

Barbara W. Hartung, professor and executive assistant to the president, Department of Journalism, San Diego State University, and Alfred JaCoby, assistant managing editor, The San Diego Union

## **Quantitative Graphics in Newspapers**

James W. Tankard Jr., professor, Department of Journalism, University of Texas, Austin

## **Editorial Page Editors and Endorsements: Chain-owned vs. Independent Newspapers**

Byron St. Dizier, associate professor/communication studies, University of Alabama, Birmingham

## **Dailies' Non-acceptance of Advertising: Rights and Policies**

Assistant professors Sandra H. Utt, School of Journalism, Memphis State University, and Steve Pasternack, Department of Journalism and Mass Communications, New Mexico State University, Las Cruces

## **Use of the Outside Database and Full-text Retrieval Systems by Newspaper Editorial Page Writers**

Assistant professors John Kerr, Department of Mass Communication, Northwest Missouri State University, Maryville, and Walter E. Niebauer Jr., Department of Journalism and Mass Communication, Iowa State University, Ames

## **Digital Retouching: Is There a Place for It in Newspaper Photography?**

Shiela Reaves, adjunct assistant professor, School of Journalism and Mass Communication, University of Wisconsin, Madison

## **Exploring Linkages Between Community Ties to Place and Mass Media Use**

Assistant Professor Pamela J. Shoemaker, Professor Wayne A. Danielson, and doctoral students Randy E. Miller and Kyun-Tae Han, Department of Journalism, University of Texas, Austin

## **News Story Quotes: Verbatim?**

Lucinda D. Davenport, doctoral student, E. W. Scripps School of Journalism, Ohio University, Athens

## **A Closer Look at Avoidances: Are Readers Different From Non-readers?**

Jeremy H. Lipschultz, graduate student, School of Journalism, Southern Illinois University, Carbondale

## Market research, suburban news join API's 1987 schedule

New programs on the use of market research and on coverage of suburban and community news will highlight the 41st year of seminars at the American Press Institute.

The two new seminars are:

- **Effective Use of Market Research**, Feb. 1-4. It will focus on new methods for using market data, surveys and audience research to build circulation and advertising growth. The emphasis will be on understanding and interpreting research and translating it into effective promotion, marketing and sales development plans.

- **Suburban and Community News Coverage**, June 7-12. It will address methods for improving and intensifying local news content, with special emphasis on coverage beyond a newspaper's metropolitan area. The program will center on the special nature of the suburban/regional newspaper audience and how best to reach it.

Thirty-two other seminars have been scheduled by API for 1987:

- **City and Metro Editors** (for newspapers over 75,000 circulation), Jan. 4-14
- **Editing the Weekly Newspaper**, Jan. 11-16
- **Circulation Managers**, Jan. 18-28
- **Newspaper Design and Graphics**, Jan. 18-23
- **Publishers and Chief Executives** (for newspapers under 75,000 circulation), Feb. 1-6
- **Executive Editors and Managing Editors** (for newspapers under 75,000 circulation), Feb. 8-18
- **News Editors and Copy Desk Chiefs**, Feb. 22-March 4
- **Weekly Advertising Executives**, Feb. 22-27
- **Marketing the Daily Newspaper**, March 8-13
- **Newspaper Production and New Technology**, March 8-13
- **Executive Editors and Managing Editors** (for newspapers over 75,000 circulation), March 15-25
- **Classified Advertising Managers**, March 22-28
- **Management and Costs** (for newspapers over 75,000 circulation), March 29-April 8
- **Advertising Executives** (for newspapers over 75,000 circulation), April 5-10
- **Effective Writing and Editing**, April 12-17

- **Sports Editors**, April 26-May 6
- **Managing Computer Systems**, May 3-8
- **Feature and Lifestyle Editors**, May 10-20
- **Management of the Weekly Newspaper**, May 31-June 5
- **Management and Costs** (for newspapers under 75,000 circulation), June 14-24
- **Developing Management Skills**, June 14-19
- **Business and Economic News Coverage**, June 21-26\*
- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 20-30
- **Developing Management Skills**, Sept. 20-25
- **City and Metro Editors** (for newspapers under 75,000 circulation), Oct. 4-14
- **Journalism Educators**, Oct. 4-9
- **Circulation Managers**, Oct. 18-28
- **Classified Advertising Managers**, Nov. 1-7
- **Promoting the Daily Newspaper**, Nov. 29-Dec. 4
- **Circulation Sales and Marketing Strategies**, Dec. 6-11\*
- **Editorial Page Editors and Writers**, Dec. 13-18
- **Newspaper Photojournalism**, Dec. 13-18

Thirty-one of the seminars will be for daily newspapers, and three will be for weeklies.

In addition, weeklies may nominate (along with dailies) people to participate in the seminars on Effective Writing and Editing, Newspaper Design and Graphics, and Developing Management Skills.

Two seminars (denoted by an asterisk in the above list) will again be offered at locations in California. Others will be at the institute in Reston, Va., adjacent to The Newspaper Center.

Seminar charges including housing and meal costs will be unchanged from this year. Tuition will continue at \$715 for a nine-day seminar, \$625 for a six-day seminar, \$575 for a five-day seminar and \$350 for a three-day seminar [presstime, Nov. 1985, p. 57].

To participate, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091.

API has held 660 seminars attended by 19,161 members since 1946. □

## Accrediting plan draws objections; changes planned

A proposal to restructure radically the journalism school accrediting body has encountered opposition from some of its constituent groups.

And portions of the plan may not comply with guidelines established for accrediting organizations by the Council on Post Secondary Accreditation, according to John M. Lavine, president of the Accrediting Council on Education in Journalism and Mass Communications.

Lavine, editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis., said he would discuss the matter with officials of COPA, which is an education organization. He planned to do so on Sept. 29, at a COPA hearing in Chicago on whether to recognize ACEJMC as an accrediting agency for another five years.

Under the plan, drafted in June, ACEJMC would be pared from 35 to 13 members—five communications professionals, five educators, two public members and a president elected at large. One educator and one professional would be chosen to serve on the council by each of five accrediting committees representing segments of the communications field. The committees would be made up of people from professional and educator organizations [presstime, July 1986, p. 70].

Based on reaction to the plan, Lavine has proposed changes and said he anticipates making more before ACEJMC meets Oct. 19 in Chicago.

According to ACEJMC Executive Director Susanne Shaw, among the concerns expressed by council members are that the council would be too small, that the committee structure signals a return to sequence accreditation and that the new fees in the plan are so high the council will lose members. Groups protesting the size reduction include the American Society of Newspaper Editors and the Southern Newspaper Publishers Association. □

## Exchanges may expand

Fifty-two of the 71 newspapers that have signed up to participate in ANPA Foundation's Publisher-Professor Exchange Program will consider accommodating educator visits of a month or more.

The program traditionally has facilitated brief exchange visits, from one to five days, between journalism educators and newspaper staff members. □

What used  
to be black and white  
and read all over...

# BUSINESS

SECTION  
**C**

## Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.





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## BUSINESS

### Circulation up; Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation. Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a two-fold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for newspaper publishers across the nation. Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.



# ANPA to test print quality

ANPA is establishing a new technical program that will evaluate objectively the printing quality of member newspapers upon request.

Newspapers desiring such an evaluation would send one or more copies to the Association's Technical Research Department for examination and a written report.

ANPA hopes to begin offering the service by mid-1987, said George Cashau, director/technical research.

The program, to be included as part of the Association's larger quality-evaluation program, "will be an important tool for newspapers seeking to improve themselves, and we all know how important that is these days," said ANPA Technical Committee Chairman Gene McDavid, vice president and general manager of the Houston Chronicle.

The idea was developed by the committee's Quality Reproduction Task Force and was presented at the committee's Sept. 4-5 meeting at The Newspaper Center in Reston, Va.

According to Ray Maly, vice president/operations for The Columbian in Vancouver, Wash., who conducted the task force meeting, newspapers are concerned about turning out a quality product but have trouble quantifying their efforts. What may appear to be good reproduction to one person may look substandard to another.

For that reason, the program would use computer software to compute various measurements of quality. Generally accepted standards, such as those recently published in the ANPA-Newspaper Advertising Bureau *Guide to Quality Newspaper Reproduction*, would be used in creating the software.

A technician would use various equipment in examining a submitted newspaper and plug in the numbers from these tests. The newspaper then would be told whether its printing quality falls within the accepted ranges for ink density, halftone dots, screen rulings and other specific areas.

The task force and ANPA staff members would establish other criteria as well.

One or two copies from the same day's press run would be evaluated or, if the newspaper wished, an entire week of newspapers could be studied.

In addition to evaluations by ANPA staff members, the task force is working to develop materials that a newspaper



Louis J. Franconeri of The Baltimore Sun reports progress on electronic photography.

could use to evaluate its own work. They would include a checklist on such points as whether margins are equal, spacing is consistent, spot color is in register, process colors are true, and the paper is without torn pages.

Also at the committee's semiannual meeting, the Post-Press Packaging and Distribution Task Force called for the standardization of packaging and shipping specifications for skids of preprinted ad inserts that newspapers receive from commercial printers.

Task force members explained that many newspapers set individual standards, and they vary from paper to paper. Faced with different specifications, commercial printers often resort to preparing skids the way they want to.

Ralph Roth, vice president/production for Knight-Ridder Inc. and task force chairman, said a standard size for skids would streamline and speed production in the post-press area.

As a means of establishing the standards, task force members will query news-

## ANPA trade show is now ANPA/TEC '87

The ANPA Board of Directors has decided on a new, much abbreviated name for the Association's annual trade show. Beginning next year, the name will change from the "59th Annual ANPA Operations Management Conference & Exposition" to simply "ANPA/TEC '87."

In the new designation, "TEC" stands for Technical Exposition and Conference.

Begun 58 years ago, the event was first known as the ANPA Mechanical Conference. It was renamed the Production Management Conference in 1961 and the OMCE three years ago. The new name was recommended by the 1987 arrangements committee.



Los Angeles Times' Larry D. Strutton (left) and Scripps Howard's Homer E. Taylor Jr. are chairman and vice chairman, respectively, of the ANPA/TEC '87 Arrangements Committee.

papers and commercial printers on the methods by which preprints could be packaged and shipped most efficiently.

Planning also began for next year's post-press symposium. The symposium, "Newspaper Packaging and Distribution: From Press Folder to Reader," will be March 25 and 26 at the Hyatt Regency O'Hare in Chicago [presstime, Sept. 1986, p. 53].

Among proposed topics are accurate bundle counts, storage and retrieval of skids, labeling and zoning.

Peter P. Romano, ANPA director/tech-

nical services, reported his staff has been busy responding to Technical Advisory Service calls as newspapers across North America purchase new equipment, build new plants and expand existing facilities.

In other reports by Technical Committee task forces:

- The Computer Task Force said it wants to establish industry standards for pagination interface coding that would allow various pieces of equipment to communicate with each other, simplifying pagination and the use of computer graphics.

- The Newsprint Quality Improvements Task Force reported that ANPA staffers are continuing to work toward establishing standards for newsprint quality.

- The Environmental Task Force said it will develop a manual to assist newspapers in disposing of waste materials. (See story, p. 6.)

- The Newspaper Ink Study and Research Task Force recommended that ANPA members be surveyed on ink problems, and that work be initiated to arrive at various standards for black news ink. □

## Flexo project highlights current ANPA research

Walk through the pressroom of The Newspaper Center in Reston, Va., and you'll see exposed gears, dangling wires and spare parts, an indication the anilox letterpress unit donated by Tokyo Kikai Seisakusho, the Japanese press company also known as TKS, is still undergoing conversion to flexography.

But, if all goes according to plan, the unit should be up and running by the end of the month, affording ANPA technical researchers yet another opportunity to advance the cause of newspaper technology.

According to George Cashau, ANPA director/technical research, plans are to use the flexographic unit to study interactions between plates, water-based ink, paper and underpackings. Vendors will also be asked to submit materials to test.

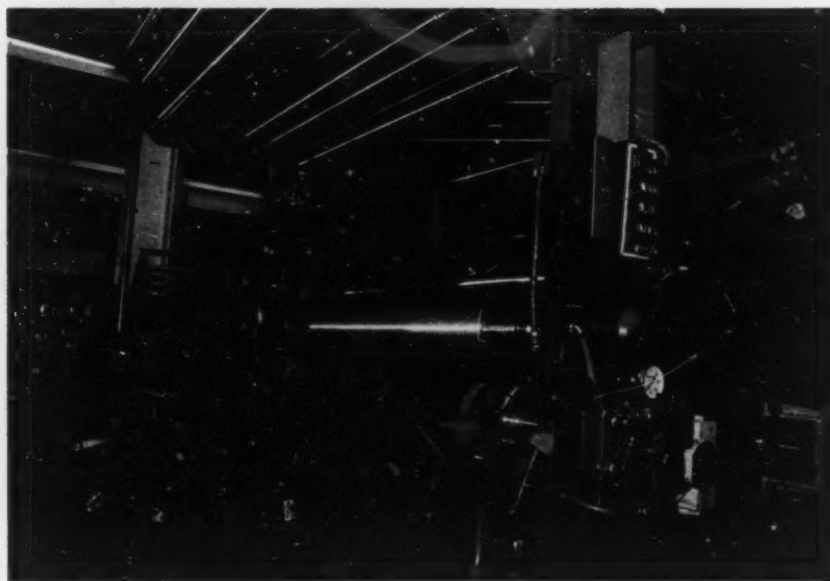
A TKS employee and ANPA technicians have been working for several months on the conversion project.

Improving the quality of newspaper printing has long been a goal of ANPA, and research has been a practical means of turning that goal into reality in a variety of areas, Cashau noted.

"Our objective is to take new technology and introduce it into the newspaper industry in order to improve the efficiency and productivity of newspapers," he explained. "We don't make any money off the things we develop, but that's not our intention."

ANPA advances newspaper technology in two ways. First, the Association's researchers and technicians work on projects designated by ANPA Board of Directors and the Association's Technical Committee as priorities for the industry.

If ANPA technical researchers produce a breakthrough, such as plastic plates for letterpress printing back in the 1960s, a patent is obtained and the Association licenses it to manufacturers for a nominal fee. Manufacturers are encouraged to take



Tetuo Iseno of TKS works on the flexographic press conversion at The Newspaper Center.

the technology and improve it.

"Ideally, we like to use their money and our skills to make newspapers better," Cashau said with a laugh.

In its other approach, ANPA encourages companies not making equipment for the newspaper industry to adapt their technology to the needs of newspapers. That, Cashau said, keeps fresh ideas continually flowing.

Keeping ideas flowing has been an Association concern since 1926 when what was then known as the ANPA Mechanical Department was founded. Reducing newsprint waste was one of its earliest concerns and continues to be a concern today.

Other research and testing projects currently under way include:

- A bundle verifier, which by measuring height will give an accurate count of the number of newspapers in a bundle. The machine is ready to be tested in a newspaper's distribution area, and negotiations are under way to do that.

- ANPA-INK®, a non-petroleum, vegetable oil-based ink, which researchers believe may be the answer to the problem of ink rubbing off on readers' hands. ANPA researchers are fairly satisfied with performance of the black ink, and Cashau said the Association is negotiating with a manufacturer to produce it in tank-car volume. This would allow a test under normal newspaper production conditions, perhaps next year. Work continues on color ANPA-INK.

- A keyless (anilox) inking system for

offset presses, designed to reduce one of the chief problems with offset printing—excessive newsprint waste. When the press starts, the operator seeks to achieve just the right balance of ink and water; newsprint is wasted before that first salable copy is produced. A waste factor of 2 to 4 percent is common, Cashau said.

Other advantages are savings in the

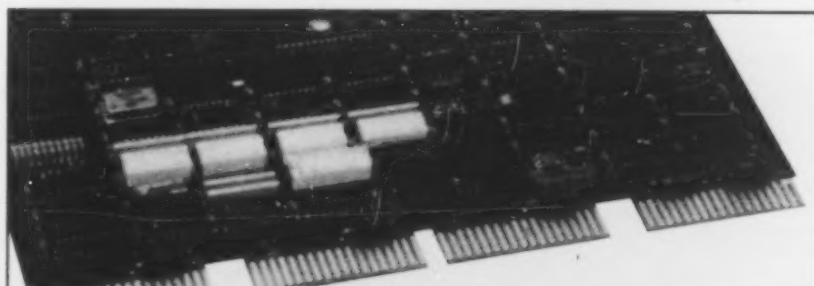
press's basic cost, labor requirements and electrical consumption. A keyless offset unit designed by ANPA is currently being tested at The Burlington County Times in Willingboro, N.J. Several vendors are also testing keyless offset presses.

Cashau said each of the researchers in his department works on at least two projects simultaneously. Some are short

term—a few months to a year—while others may take seven or more years. His department's 34-member staff includes 16 professionals with college degrees in engineering, chemistry or industrial hygiene. He looks for expertise that can be adapted to the newspaper business.

In addition to the research that goes on at The Newspaper Center, Cashau said his staff members make numerous field trips to newspapers each year. For example, industrial hygienists are called upon to conduct sample air quality and to study noise levels in newspaper plants.

"Most of the things we do, whether it's the research we conduct or symposiums we hold, we do because it makes newspapers better," Cashau said. "Vendors recognize the need for research and development, but sometimes our work serves as that little extra stimulation they need to move things along."



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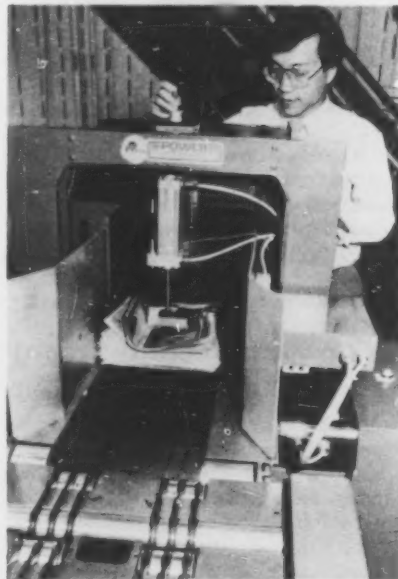
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ANPA's Nhac (Pete) Nguyen demonstrates bundle verifier developed at The Newspaper Center.

## Equipment exchange

For sale: Ferag Turntable, good working condition, 1/4-horse power, 3-phase drive motor. Two 6-foot portable roller-top conveyors, 3-phase, 1/4-horse power. Contact Carl L. Pochler, assistant production director, The Morning Call, P.O. Box 1260, Allentown, Pa. 18105; (215) 820-6154.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.



hymn.

The meeting climaxed with an agreement to merge with two other Lutheran denominations, the American Lutheran Church and the Association of Evangelical Lutheran Churches, to form a new

formed the new organization, mostly Germans, Norwegians and Swedes. The AELC is mostly of German background.

"I think it's important to have people who have been outside

# Spaced-out townsfolk are ready to relocate

By Ali Schmetzer  
Chicago Tribune

CHICAGO — The 180 residents of Danbur, Italy, have agreed unanimously to look for a spaceship that will carry them on a one-way journey to outer space.

NASA told them it isn't yet working on a project that "utilizes so much human material."

"But we will keep your requirements in consideration," the

U.S. National Aeronautics and Space Administration said in a letter to the town.

The Soviet Union has not replied to Danbur's request for assistance. Neither have the Japanese.

"It is not important when we leave. What is important is that we are ready to depart in the spirit of colonizers at any time," explained Coboldo (real name

Roberto Sparaghi, 35, a former journalist and the town's spokesman).

The people of Danbur, which is named after the ancient Egyptian town of Akhata and scientific name, have space potential, according to Space Administration of NASA. In English, French, German and Spanish and who lived in the world.

The text reads: "Trained men through psycho- Great environment. proven capacity. 1000. To colonize. 1000. In the next dimensions. 1000. new world."

In the bottom version, add "out return."

## Saranda Introduces New Non-Smudge Printing Inks

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A SOLUTION TO RUB-OFF PROBLEMS**

Saranda has solved the age-old problem of rub-off with the creation of new dye-based letterpress inks. New patented inks with greater intensity, truer colors. New inks that don't mist on the press or require new equipment or special operator training. New inks that are cost-competitive.

Newspapers of all sizes have tested the non-toxic Saranda inks the past 18 months. One press plate manager called the papers printed with the new inks "absolutely smudgeless."

With daily plant capacity of 30,000 gallons, we're prepared to work with you immediately in creating a cleaner, crisper newspaper.

Write or call Tom Whitmire at Saranda.

## Single-digit rate

WASHINGTON — The Federal Reserve Board today said that the single-digit rate for the first time since 1960, and many economists are predicting that the rate will stay there for some time.

The Federal Reserve Board today said that the single-digit rate for the first time since 1960, and many economists are predicting that the rate will stay there for some time.

That was down from 10.00 percent the week before, and marked only the second time since 1960 that the rate had dropped below 10 percent.

Rates also edged down this single digit for the first time in April, and only then, when the Fed cut the rate from 10.00 to 9.75 percent to ease the economy.

Most economists are not predicting that the rate will stay there for some time, but many are predicting that the rate will stay there for some time.

"I believe the rate will settle into a range of 9.50 to 9.75 percent, and that there for the present," said the first part of the report.

At the same time, the Fed's chief economist, Michael J. Lebowitz, said that the rate will stay there for some time.

Donald Macnamara, chief economist for Merrill Lynch, said he

thought the rate would stay ahead.

"The decline in the rate is the result of both a very tight monetary policy and a very tight money market."

The Fed's chief economist, Michael J. Lebowitz, said that the rate will stay there for some time.

He said that the rate will stay there for some time, and that the rate will stay there for some time.

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## TECHNOLOGY NOTES

• A graphic arts industry committee seeking to develop voluntary national standards for the **exchange of digital data** between various electronic imaging systems held its first meeting.

A priority for the group is to develop a standard user-exchange format for image data, which will include, but not be limited to, color pictures, scanned line art and geometric art.

The group is developing standards to propose to the American National Standards Institute and to the International Standards Organization [presstime, June 1986, p. 90]

• Interleaf Inc. and Digital Equipment Corp. have **expanded a cooperative marketing agreement** the two companies signed in May 1985.

Digital sells Interleaf software for Digital work stations, and Interleaf markets its electronic publishing system on Digital hardware. Digital now will also work to identify new markets for Interleaf products.

Both companies have headquarters in Massachusetts—Interleaf in Cambridge and Digital in Maynard.

• In another joint marketing agreement, Xixphias, a computer graphics software supplier, **will sell Monotype Inc. fonts** for laser printers that have a resolution of 600 dots per inch or less.

Monotype, an Arlington Heights, Ill., firm., has a digitized library of more than 800 typefaces. Xixphias is located in Marina Del Ray, Calif.

• A West German supplier of digital typeface production systems, URW Unternehmensberatung, has **formed a wholly owned U.S. subsidiary**, URW Inc.

Located in Nashua, N.H., the subsidiary's product line includes an "intelligent" automatic digitizing system for logos, artwork and typefaces. Its library has more than 1200 typefaces.

• Cybertext Corp., which manufactures microcomputer-driven typesetting hardware and software, **moved its headquarters** from Arcata, Calif., to Ashland, Ore.

Another newspaper supplier, Publishers Equipment Corp., moved its engineering and field service staffs to Rockford, Ill., but kept its corporate headquarters in Dallas.

## TECHNOLOGY CALENDAR

• **Composition Technologies**, a seminar sponsored by the National Composition Association, will be Oct. 2-3 at the Key Bridge Marriott in Arlington, Va.

• **The 50th Annual Western Newspaper Production Conference** will be Oct. 2-4 at the Monterey (Calif.) Sheraton.

• **The Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center in San Francisco.

• **Computer Graphics for Design '86** will be Oct. 6-7 at the Hyatt Union Square in San Francisco.

• The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic**

**Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

• **The International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

• **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

• **An International Printing and Graphic Arts Conference** will be Oct. 21-23 at the Chateau Laurier in Ottawa.

• **The Data Processing Management Association's 35th International Computer Conference and Business Exposition** will be Oct. 27-29 at the Georgia World Congress Center in Atlanta.

• **The National Printing Equipment and Supply Association** will hold its **Print Outlook Conference**

Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

• **The seminar series Computer Graphic Arts 86/87**, will be Dec. 7-10 at the Marriott Marquis in New York City.

• A seminar on **Color Separation and Electronic Scanning** will be Dec. 13 at the Greensboro/High Point Marriott in Greensboro, N.C., sponsored by the Graphic Arts Technical Foundation.

• **Expocounsel International** will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

• **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel, Beverly Hills, Calif.

## National rail strike averted; problems persist in New England

**T**he threat of a nationwide rail strike is over, but rail labor problems remain unsettled in New England.

On the national level, railroad management and the Brotherhood of Railway Carmen reached tentative agreement on a new contract in September, ending the threat of a nationwide rail strike. The union had been free to strike Sept. 15.

The BRC was the last of six unions to settle during a 60-day, cooling-off period ordered by President Reagan.

Regarding New England lines, Reagan signed a congressional joint resolution that extended until Sept. 20 a cooling-off period between the Brotherhood of Maintenance of Way Employees and three New England railroads—the Main Central, the Delaware & Hudson, and the Boston & Maine.

The resolution also required the Maine Central to restore pay and work rules existing before March 3, when the BMW struck the Maine Central and posted pickets at the other two railroads [presstime, Aug. 1986, p. 55].

BMW officials said the union was "agreeable to accepting, sight unseen, a congressional advisory board's recommendations" to keep negotiations from breaking down. Legislation imposing the recommendations was being drafted. □

## Conrail headed for public sale

**L**egislation was introduced in the House for a public sale of Conrail following Norfolk Southern Corp.'s withdrawal of its offer to purchase the rail system.

In a related development, the Congressional Budget Office estimated Conrail is worth between \$3.2 and \$3.6 billion, assuming average performance over the next decade. □

## Canadian deregulation

**T**he Canadian government introduced legislation in the House of Commons to deregulate railroads, airlines, interprovincial trucking and some marine operations. The bill will be referred to a parliamentary committee for discussion. Passage is not likely before next year [presstime, April 1986, p. 52]. □

## Quebec may get new newsprint machine; — 180,000-ton capacity —

Bato Co. is planning to install a 180,000 metric-tons-a-year newsprint machine at either the F.F. Soucy Inc. Rivière-du-Loup mill in Quebec or the Bear Island Paper Co. mill in Doswell, Va. The Quebec mill is said to have the inside track.

Participants in the expansion would be Soucy, Dow Jones & Co. and Rexfor, a Quebec government agency involved in forestry. Dow Jones and Rexfor are partners with Bato in one of the two machines at the Soucy mill, with the other machine being owned entirely by Bato. Bato also owns one-third of Bear Island.

According to Bato officials, the decision rests upon the ability of the Canadian federal and Quebec provincial governments to provide grants to help finance the project [presstime, June 1986, p. 77]. □

## Labor talks proceed — at 3 companies —

Negotiations are under way between the United Paperworkers International Union and three U.S. paper companies: Augusta (Ga.) Newsprint Co. Champion International Corp. of Lufkin, Texas, and U.S. Pulp and Newsprint (Kimberly-Clark) of Coosa Pines, Ala. Contracts there expired over the summer.

In Canada, MacMillan Bloedel Ltd.'s newsprint mill in Port Alberni, British Columbia, is still inoperative because the mill's union workers refuse to cross picket lines set up by the International Woodworkers of America [presstime, Sept. 1986, p. 49]. □

## Bidding for Donohue

Normick Perron Inc., which owns 58 percent of Donohue Normick Ltd.'s newsprint mill in Amos, Quebec, has indicated it will make another offer for control of Donohue Inc. If turned down, Normick Perron said it will seek Donohue's 42-percent stake in the Amos mill.

Other firms interested in Donohue include Cascades Inc., a Kingsey-Falls, Quebec, paper company that offered to buy a 55-percent stake in the firm, and Quebecor of Montreal, a printing and newspaper publishing company that said it also would make an offer. □

## Financial reports of paper companies, first six months of year

Net income (in thousands of dollars)

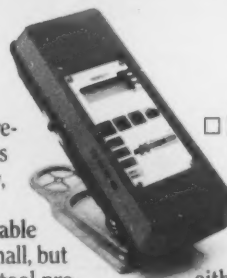
|                                       | 1986        | 1985      | % Change |
|---------------------------------------|-------------|-----------|----------|
| Abitibi-Price Inc.                    | \$ 42,400   | \$ 45,000 | -5.8     |
| Bowater Inc.                          | 19,934      | 30,303    | -34.2    |
| British Columbia Forest Products Ltd. | 24,800      | 15,100    | +64.2    |
| Consolidated-Bathurst Inc.            | 39,600(a)   | 43,500    | -9.0     |
| Crown Forest Industries Ltd.          | 16,600      | 6,300     | +163.5   |
| Domtar Inc.                           | 66,600(b)   | 54,000(b) | +23.3    |
| Donohue Inc.                          | 8,600       | 10,400    | -17.3    |
| Great Lakes Forest Products Ltd.      | 5,100       | 3,200     | +59.4    |
| Kimberly-Clark Corp.                  | 142,100     | 151,200   | -6.0     |
| MacMillan Bloedel Ltd.                | 78,300      | 10,400    | +652.9   |
| Southwest Forest Industries           | (11,903)(c) | (4,479)   | --       |

(a) excluding extraordinary loss

(b) including extraordinary gain

(c) including extraordinary loss

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## Consumption up again

Newsprint consumption by all U.S. users increased 5.3 percent in July and 3.8 percent in August from the same months last year. For the first eight months of 1986, U.S. newsprint users consumed 3.4 percent more than they did in the same period of 1985.

Consumption by U.S. daily newspapers rose 2.5 percent in July and 2.9 percent in August compared with a year earlier. The figures are not exactly comparable because there were five Sundays in August this year and four last year.

At the end of August, newsprint inventories of newspapers in the ANPA statistical sample were at 38 days, six days lower than in 1985. Stocks of North American mills were slightly higher than last year at the same time.

The August operating rate was 93 percent for Canadian mills and 96.9 percent for U.S. mills.

**Estimated consumption of all U.S. daily newspapers<sup>1</sup>**

| Region                  | June 1986(r)          | June 1985          | % Change        |
|-------------------------|-----------------------|--------------------|-----------------|
| Northeast               | 193,919               | 182,411            | +6.3            |
| North Central           | 154,822               | 151,180            | +2.4            |
| South                   | 234,321               | 226,440            | +3.5            |
| West                    | 163,300               | 164,072            | -0.5            |
| <b>Circulation size</b> |                       |                    |                 |
| up to 25,000            | 61,100                | 55,506             | +10.1           |
| 25,001-100,000          | 147,068               | 141,342            | +4.1            |
| Over 100,000            | 538,194               | 527,255            | +2.1            |
| June totals             | 746,362               | 724,103            | +3.1            |
| <b>Region</b>           | <b>July 1986</b>      | <b>July 1985</b>   | <b>% Change</b> |
| Northeast               | 170,796               | 163,625            | +4.4            |
| North Central           | 146,769               | 143,945            | +2.0            |
| South                   | 222,126               | 215,270            | +3.2            |
| West                    | 153,271               | 153,326            | -0.4            |
| <b>Circulation size</b> |                       |                    |                 |
| up to 25,000            | 57,007                | 57,983             | -1.7            |
| 25,001-100,000          | 140,879               | 134,678            | +4.6            |
| Over 100,000            | 495,076               | 483,505            | +2.4            |
| July totals             | 692,962               | 676,166            | +2.5            |
| <b>Region</b>           | <b>August 1986(p)</b> | <b>August 1985</b> | <b>% Change</b> |
| Northeast               | 181,496               | 172,588            | +5.2            |
| North Central           | 155,056               | 151,859            | +2.1            |
| South                   | 235,793               | 229,454            | +2.8            |
| West                    | 160,240               | 158,343            | +1.2            |
| <b>Circulation size</b> |                       |                    |                 |
| up to 25,000            | 61,641                | 60,460             | +2.0            |
| 25,001-100,000          | 150,003               | 141,548            | +5.7            |
| Over 100,000            | 520,941               | 509,936            | +2.2            |
| August totals           | 732,585               | 712,244            | +2.9            |
| Eight-month totals      | 5,853,726             | 5,681,778          | +3.0            |

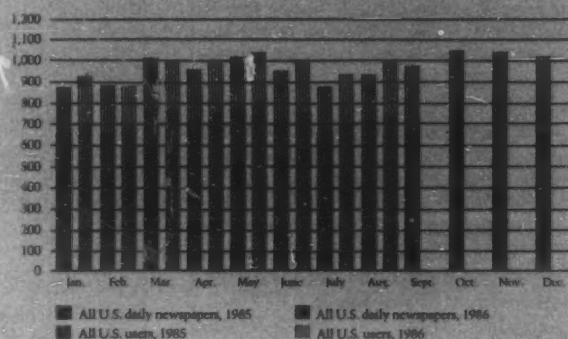
**Estimated consumption of all U.S. users**

|                    | 1986         | 1985      | % Change |
|--------------------|--------------|-----------|----------|
| June totals        | 995,527(r)   | 964,432   | +3.2(r)  |
| July totals        | 935,043      | 888,111   | +5.3     |
| August totals      | 984,758(r)   | 948,887   | +3.8(p)  |
| Eight-month totals | 7,752,816(p) | 7,494,660 | +3.4(p)  |

**Production**

|                   | Canada    | U.S.A.    | North America |
|-------------------|-----------|-----------|---------------|
| July 1986         | 817,808   | 432,774   | 1,250,582     |
| July 1985         | 716,469   | 415,886   | 1,132,355     |
| Increase          | +101,339  | +16,888   | +118,227      |
|                   | +14.1%    | +4.1%     | +10.4%        |
| August 1986       | 779,848   | 440,777   | 1,220,625     |
| August 1985       | 765,918   | 414,007   | 1,179,925     |
| Increase          | +13,930   | +26,770   | +40,700       |
|                   | +1.8%     | +6.5%     | +3.4%         |
| Eight months 1986 | 6,171,928 | 3,405,759 | 9,577,687     |
| Eight months 1985 | 6,052,948 | 3,316,834 | 9,369,782     |
| Increase          | +118,980  | +88,925   | +207,905      |
|                   | +2.0%     | +2.7%     | +2.2%         |

**Estimated newsprint consumption, 1985-1986 (thousands of metric tons)**



**Stocks**

| U.S. publishers <sup>2</sup> | Tonnage    | Days' supply on hand | Days' supply in transit |
|------------------------------|------------|----------------------|-------------------------|
| June 1986                    | 868,923    | 41(r)                | 6                       |
| June 1985                    | 930,211    | 45                   | 7                       |
| July 1986                    | 892,127    | 40                   | 6                       |
| July 1985                    | 962,003    | 45                   | 6                       |
| August 1986                  | 884,442(p) | 38(p)                | 6                       |
| August 1985                  | 987,779    | 44                   | 6                       |
| <b>Canadian mills</b>        |            |                      |                         |
| July 1986                    | 384,233    | --                   | --                      |
| July 1985                    | 367,738    | --                   | --                      |
| August 1986                  | 374,081    | --                   | --                      |
| August 1985                  | 384,301    | --                   | --                      |
| <b>U.S. mills</b>            |            |                      |                         |
| July 1986                    | 89,320     | --                   | --                      |
| July 1985                    | 83,504     | --                   | --                      |
| August 1986                  | 86,407     | --                   | --                      |
| August 1985                  | 85,493     | --                   | --                      |

**Shipments**

| From Canadian mills              | U.S.A.    | Canada  | Export    | Total     |
|----------------------------------|-----------|---------|-----------|-----------|
| July 1986                        | 558,088   | 88,754  | 111,155   | 757,997   |
| July 1985                        | 520,772   | 75,497  | 132,671   | 728,940   |
| August 1986                      | 571,835   | 86,894  | 131,271   | 790,000   |
| August 1985                      | 573,486   | 81,863  | 94,006    | 749,355   |
| Eight months 1986                | 4,426,607 | 717,095 | 944,542   | 6,088,244 |
| Eight months 1985                | 4,410,814 | 671,022 | 884,772   | 5,966,608 |
| Increase                         | +15,793   | +46,073 | +59,770   | +121,636  |
|                                  | +0.4%     | +6.9%   | +6.8%     | +2.0%     |
| <b>From U.S. mills</b>           |           |         |           |           |
| July 1986                        | 397,287   | --      | 35,923    | 433,210   |
| July 1985                        | 385,313   | --      | 17,983    | 403,293   |
| August 1986                      | 414,537   | --      | 29,153    | 443,690   |
| August 1985                      | 390,674   | --      | 21,344    | 412,018   |
| Eight months 1986                | 3,159,731 | --      | 216,116   | 3,375,847 |
| Eight months 1985                | 3,113,698 | --      | 176,816   | 3,290,514 |
| Increase                         | +46,033   | --      | +39,300   | +85,333   |
|                                  | +1.5%     | --      | +22.2%    | +2.6%     |
| <b>From North American mills</b> |           |         |           |           |
| Eight months 1986                | 7,586,338 | 717,095 | 1,160,658 | 9,464,091 |
| Eight months 1985                | 7,524,512 | 671,022 | 1,061,588 | 9,257,122 |
| Increase                         | +61,826   | +46,073 | +99,070   | +206,969  |
|                                  | +0.8%     | +6.9%   | +9.3%     | +2.2%     |

<sup>1</sup>Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons

<sup>2</sup>Represents stocks of newspapers in ANPA statistical sample  
(r) = revised (p) = preliminary



# Dailies take wellness to 'heart'

At least two newspapers are taking advantage of an employee health program being offered through local chapters and affiliated offices of the American Heart Association.

Called "Heart At Work," the program includes five "modules" focusing on high blood pressure, smoking cessation, nutrition, exercise and heart-disease prevention.

The Washington Post started the program on heart-disease prevention last March, according to Terry Paull, occupational health nurse.

Clare C. Whitley, a nurse and health programs coordinator at the Los Angeles Times, said the same program was initiated at that newspaper's San Fernando plant last year, and she expects it to be introduced in the Los Angeles office later this year.

"Our goal was to encourage more people to enroll in our CPR (cardiopulmonary resuscitation) classes and to recognize the symptoms of a heart attack," Whitley said. She said 30 people were enrolled immediately after being exposed to the program.

At the Post, the program was announced the first of the year with letters to employees, distribution of promotional literature and posters obtained from the AHA. In March, 139 employees were tested for cholesterol levels, with 17 showing signs of high levels, Paull said. They received counseling on ways to lower their cholesterol levels.

The high-blood-pressure module was introduced in May. Of 208 employees who had their blood pressure tested, 75 had hypertension—50 were mild cases, 13 moderate and 12 severe, Paull said. "The majority of those 12 had no idea they had high blood pressure," she said.

Paull said the exercise module will be introduced in October, smoking cessation in January and nutrition in March. "This is a program you could spend a great deal of money on or very little," Paull said. She noted that the Heart At Work modules are part of the company's overall wellness program.

A package of information about the program and how to implement it can be obtained for \$25 from local AHA offices, according to the association's headquarters in Dallas. The cost of the program depends on the number of employees in-



## HEART AT WORK

involved and the amount of support material, such as pay envelope stuffers and posters, ordered.

For a newspaper with 300 employees, the cost of the Heart At Work program, including all five modules, would be about \$2,700, according to Willie Carr, an administrative assistant at AHA headquarters.

"The package is a good guide for preparing a program that can be offered at differ-



The Washington Post's Paull checks employee's blood pressure.

ent levels," said Whitley of the Los Angeles Times. It is "an easy starting point for a smaller newspaper without the resources for a large wellness program," she said.

A large program may require the coordination of benefits experts, training department instructors and health professionals.

As an example of what can be done on a smaller scale, the Lancaster (Pa.) New Era and Intelligencer Journal in September began to distribute to employees

a monthly brochure dealing with health issues. The company became aware of the program, called Love-Life, through a local hospital, according to Personnel Manager M. Steven Weaver.

The Love-Life program costs about \$4,000 a year, Weaver said, and includes a thousand payroll stuffers a month, posters and a monthly article that can be adapted for the company's house organ.

The first payroll insert dealt with lifestyles and included a test on life expectancy.

The October brochure will discuss smoking. In conjunction with that, the newspapers will offer a company-paid, in-house American Lung Association smoking cessation program for employees and their spouses in October.

A booklet on wellness programs prepared by the Environmental Task Force of the ANPA Technical Committee, scheduled to be mailed to ANPA-member newspapers this month [press-time, Sept. 1986, p. 60], notes that there are numerous community resources available that can be used for little or no cost.

—Clark Newsom

### Perfect attendance may bring extra \$s

The Daily Herald of Arlington Heights, Ill., has launched a program to encourage perfect attendance.

To recognize full-time employees who have not missed a day of work because of illness or personal reasons, a drawing is held quarterly for three \$100 U.S. Savings Bonds. At the end of the year, there is a drawing for a \$500 bond to be awarded to an employee who had perfect attendance the entire year.

Margaret M. Iannetti, The Washington Post



## Who wants new publisher? The union, not the Union

A labor union that recently ran a help-wanted ad for a newspaper publisher in a trade magazine said the ad was no joke. Nevertheless, the union did leave out some pertinent information—like the fact it doesn't own the paper and that the paper already has a publisher.

The ad, placed in the Aug. 23 issue of Editor & Publisher, stated: "Proud, dedicated and feisty workforce wants to save 135-year-old No. 2 newspaper in California's capital from death by mismanagement. We're looking for a publisher who knows the business and is willing to work with employees to make a success of this piece of California history. We're eager to roll up our sleeves for a publisher who believes in what we can accomplish together. Contact Joe B. Rocker, Administrative Officer, (916) 446-4885."

The newspaper involved was The Sacramento Union.

Rocker, whose first name is Gerald rather than Joe, placed the ad. He is administrative officer of Northern California Newspaper Guild No. 52, which represents about 200 editorial and

commercial employees at the Union.

Rocker said the ad should have made it clear that "we don't own the paper." The publisher and owner of the newspaper is Richard Mellon Scaife.

Before the ad appeared, the Guild filed unfair labor practice charges with the National Labor Relations Board alleging that the newspaper bargained in bad faith. It charged the paper with implementing the terms and conditions of its most recent contract offer, including a 15-percent wage cut, prior to an impasse in bargaining [presstime, Sept. 1986, p. 60].

"We understand that he (Rocker) ran the ad as a nuisance, and we accept it as that," said Jack Bates, the newspaper's vice president and general manager.

"It wasn't a joke," Rocker said. "You could characterize it as a long shot."

Rocker said that the ad, which cost "about \$154," drew more than 30 responses, including "three serious inquiries." He said he referred some of the respondents to Bates. "We are serious about saving that paper," Rocker said.

## Chicago Tribune under no obligation to arbitrate, appeals court rules in 'call room' dispute

The 7th U.S. Circuit Court of Appeals has ruled that a federal judge erred in ordering the Chicago Tribune and Paper Handlers' Union No. 2 to arbitrate a dispute that arose after the labor agreement expired.

The last agreement between the parties expired Sept. 3, 1984. Two days after the expiration, the Tribune announced it was going to discontinue hiring extra workers through the union's hiring hall, or "call room." Although the newspaper had used the call room for some 40 years, there was no contractual requirement to do so.

The union filed a suit in U.S. District Court to compel arbitration over the Tribune's decision, and the court granted summary judgment in favor of the union. The newspaper and the Chicago Newspaper Publishers' Association appealed, arguing that any duty to arbitrate the dispute expired with the labor agreement.

The 7th Circuit agreed, finding that the Tribune and the publishers' association

"were under no duty" to arbitrate the company's decision.

The union, which is affiliated with the Graphic Communications International Union, is one of three that struck the Tribune July 18, 1985.

(Graphic Communications Union, Chicago Paper Handlers' Local No. 2, and Chicago Tribune Co. and CNPA, USCA7 No. 85-2383) □

## Correction

In the article "Lawsuits Are Eroding Employers' Right to Fire" in the September issue, the reference to the Albany (Ore.) Democrat-Herald's loss of a wrongful discharge case was incorrect. The Oregon Supreme Court overturned a lower court ruling for the newspaper, finding that an employer can be held to terms in a handbook. However, the newspaper won the subsequent jury trial by proving compliance with those terms. Presstime regrets the error. □

## Drug test refusal led to firing, — former employees say —

Two editorial employees of the Freeport (Ill.) Journal-Standard have charged they were fired for refusing the publisher's order to take a drug test.

Managing Editor Gregory K. (Greg) Bean and Chief Photographer Richard Foertsch were discharged Aug. 27.

"We are in contact with attorneys on the issue," Bean said. "We didn't know what he was going to do with the (test) results."

Bean, 34, said his discharge "isn't a question of job performance," noting that the 17,625-circulation daily won six awards in this year's Illinois Press Association competition.

Publisher Larry E. Shearer said the two men were fired because of "very strong differences over managerial policy that could not be resolved." He added that any speculation about drug use "was generated by Mr. Bean and Mr. Foertsch."

The newspaper is owned by Howard Publications Inc. of Oceanside, Calif.

In another discharge case at the Journal-Standard, one-time Advertising Manager John L. Altman has filed a lawsuit alleging that his Sept. 30, 1985, discharge violated the Age Discrimination in Employment Act and the Employee Retirement Income Security Act.

Altman, 53, said he was discharged shortly after being demoted to the position of marketing representative and was replaced with a younger man. He is seeking at least \$700,000 in damages against the newspaper. □

## Printers in Tacoma disavow union

A majority of employees in separate composing room, technical services and job shop bargaining units at The Tacoma (Wash.) News Tribune recently notified the company that they no longer wish to be represented by International Typographical Union No. 99.

The company subsequently announced that it would neither recognize nor bargain with the union as the representative of the employees.

The newspaper was recently purchased by McClatchy Newspapers of Sacramento. McClatchy did not accept any of the labor agreements or other contracts made by the previous owner [presstime, Aug. 1986, p. 51]. □

## Philadelphia dailies upheld in work dispute

An arbitrator has ruled that The Philadelphia Inquirer and Philadelphia Daily News did not violate a labor agreement by having non-bargaining unit employees enter new subscriber data into the company's computer system.

The Newspaper Guild of Greater Philadelphia contended that having non-Guild employees perform such work violated a section of the agreement that states: "Work of the kinds presently or normally done by employees to whom this contract applies shall be done only by such employees."

The union represents circulation clerks in the company's Home Delivery Communications Center.

The new subscriptions are solicited by

employees working for a company formed in 1981 called Circom, a wholly owned subsidiary of Philadelphia Newspapers Inc. Initially, Circom employees did not enter solicited starts into the computer, and the union did not claim telephone solicitations as bargaining-unit work.

The dispute arose in 1985 when Circom employees were given VDTs and began to enter "starts" into the computer. Prior to that, start forms were sent to the Home Delivery Communications Center where the data were put into the computer by the Guild-represented clerks. The change did not result in the layoff of any HDCC clerks.

Arbitrator Scott E. Buchheit upheld the company on grounds of arbitral precedent

and bargaining history. He noted that a similar union grievance had been denied by another arbitrator [presstime, Nov. 1985, p. 60], and that the Philadelphia Guild had tried unsuccessfully to change the involved contract language during negotiations for a new agreement.

"Consistent decisions by arbitrators in cases involving the same parties is sound arbitral practice whenever there is good reason for the prior determination," Buchheit said.

He said it is "a fundamental principle" of arbitration that a party should not obtain in arbitration what it could not obtain by bargaining. "Barring compelling reasons," he said, "it is my practice not to deviate from this principle." □

## Wage increase case in Newark affirmed

A federal judge's modification of an arbitrator's award in a wage dispute between The Star-Ledger of Newark and Typographical Union No. 103 has been affirmed by the 3rd U.S. Circuit Court of Appeals.

The union had appealed the judge's reduction in the amount of a wage increase granted by the arbitrator to composing room employees [presstime, Oct. 1985, p. 52].

"In sum," the 3rd Circuit said, "we, like the district court, 'can find no rational basis for the arbitrator's award,' and we therefore agree that the district court was 'compelled to modify the award.'"

One of the three judges dissented.

(*Newark Morning Ledger Co. v. Newark Typographical Union No. 103*, USCA3 No. 85-5535) □

## Union certification revoked in Asheville

An NLRB regional director has revoked the certification of Local 202 of the Graphic Communications International Union to represent pressroom employees of The Asheville (N.C.) Citizen and The Asheville Times.

The local had informed the company that the employees no longer wished to be represented by the union, which had been certified to represent the pressmen in 1957.

(*Asheville Citizen-Times Publishing Co. and Printing and Graphic Communications Union, GCIU, Case No. 11-RC-972*) □

## Additional arbitration awards

**Baltimore Sun, GCIU:** Ira F. Jaffe ruled that members of a press crew were not entitled to additional pay for working past the time they normally would have been allowed to leave within the confines of their 9 a.m. to 5 p.m. shift.

**Baltimore Sun, ITU:** Jaffe converted to a two-month disciplinary suspension the discharge of a printer for poor work performance.

**Dayton (Ohio) Daily News/Journal Herald, ITU:** Sinclair Kossoff ruled that the company did not violate the labor agreement when it assigned a mailer to operate more than one insert-feeding station of a new McCain inserting machine.

**Hightstown (N.J.) Daily Racing Form, GCIU:** Thomas J. Reynolds upheld the pressmen's union in an overtime pay dispute.

**New London (Conn.) Day, GCIU:** Harvey L. Friedman awarded pressmen annual wage increases of 6 percent and 5.5 percent in a new two-year contract; the company had proposed 5 percent in a one-year agreement.

**New York Daily News, Guild:** Margery Gootnick ruled that the transfer of an advertising clerk from a New Jersey office to Manhattan was not made for a discriminatory reason.

**New York Times, Guild:** Stanley L. Aiges sustained the discharge of an index department clerk for insubordination to a supervisor.

**St. Louis Post-Dispatch, Guild:** Peter M. Kelliher upheld the dismissal of a part-time city desk clerk for defying a direct order from a supervisor.

**Washington Post, ITU:** Marcel Mallet-Prevost converted to seven-month disciplinary suspensions the discharges of two printers for alleged theft of a mop wringer.

**Washington Post, ITU:** Max Rosenberg ruled that the company did not violate the mailers' labor agreement by using an outside firm to mail advertising supplements.

**Wilmette (Ill.) Pioneer Press, Guild:** Bruce R. Boals converted to a one-week suspension the discharge of a union steward for insubordination to a supervisor.

**Youngstown (Ohio) Vindicator, Guild:** Richard H. Siegel found that the company properly removed a county editor's position from the bargaining unit.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

## NLRB elections

**Albuquerque Journal and Tribune, ITU:** Mailroom inserters voted 43-0 in favor of representation by Mailers' Union No. 156.

(NLRB Case No. 28-RC-4316)

**New Bedford (Mass.) Standard-Times, ITU:** Mailroom inserters voted 25-23 against representation by Typographical Union No. 276.

(NLRB Case No. 1-RC-18725)

# Philadelphia papers reorganize; new daily started in Canada

Despite the announcement in September of financial losses, cutbacks and other changes at the Philadelphia Daily News, the paper will be around for a long time to come, a spokesman for Philadelphia Newspapers Inc. said.

On Sept. 9, management of PNI told employees that the Daily News advertising staff would be consolidated with that of The Philadelphia Inquirer, resulting in a loss of 51 advertising jobs at the News. In addition, \$500,000 a year is to be slashed from the Daily News newsroom budget.

Those items, plus the information that the Daily News had lost \$30 million over the past six years, reportedly sent shock waves through the staff.

In late September, PNI announced further changes. Sam S. McKeel, president of the Inquirer and the Daily News, was named publisher, of both newspapers. Eugene L. Roberts, executive editor of the Inquirer, retained that post and became president of the two newspapers.

But William W. Broom, vice president for public affairs, said the realignment will result in a healthier Daily News, an evening tabloid.

Broom said the changes represent a five-year publishing plan for both Philadelphia newspapers, which are owned by Knight-Ridder Inc. The plan is in response to "changes in demographics," he said. Newspaper circulation within the city has

been dropping, he said, and the Daily News has had its primary audience there. The morning Inquirer, on the other hand, circulates over a broader area including fast-growing suburban communities.

The News, which is sold almost entirely from newsstands and racks, had a daily circulation of 251,876 as of March 31, compared

with 284,253 the same time a year earlier.

Newspaper analyst Bruce Thorp of Lynch, Jones & Ryan in Washington, D.C., said he agrees that PNI's actions in no way reflect a desire by management to phase out the Daily News. To eliminate the News would only invite other entrepreneurs to start up an afternoon in the Philadelphia market, he said.

Thorp said News business writer Robin Palley was right on target when she was quoted in The New York Times as saying: "We're (the Daily News) the tugboat protecting the flagship to keep another afternoon paper from coming into town."

In other newspaper business:

- In St. Louis a newspaper that temporarily suspended publication last year is showing signs of vitality.

The Globe-Democrat is turning away ads because of limited press capacity, and it is consistently edging toward profitability, according to Publisher John B. Prentis.

The Monday through Saturday paper had its biggest Thursday of the year on Sept. 11, running 52 pages, with about 42-

percent advertising. Fifty-two pages is the maximum press capacity of the Nordmann Printing Co. of St. Louis, which prints the Globe-Democrat, General Manager Richard H. Amberg said. He said the paper plans to buy its own presses.

"We're still here; that's better than the alternative," said Prentis. "We're not in the black as yet, but more and more we are operating less in the red." The Prentis said the average circulation has been "sawing around" 150,000 since mid-year.

Prentis said the paper has about 140 editorial employees, or 10 to 15 more than it had when he and his partner, William E. Franke, bought the paper from Jeffrey M. Gluck and began publishing Jan. 27 [presstime, March 1986, p. 68].

- A Southam family group has exercised its option to buy 1.6-million shares of Torstar Corp. stock for \$26.1 million. This completes the business left over from August 1985 when Southam Inc. and Torstar, both of Toronto, traded shares of stock. The transaction gives Torstar and Southam each about 22.4 percent of Southam's common stock.

A group of minority Southam shareholders, meanwhile, is asking the Canadian government to intervene in the share-trading deal, which placed control of Southam Inc. in the hands of the Southam family and Torstar. The Canada Business Corporation Act gives the government authority to set aside transactions, but it is rarely invoked, according to Richard Lestage, deputy director of enforcement and investigation of the Department of Consumer and Corporate Affairs.

- A new newspaper, The Burlington Spectator, began publication Sept. 8 in Burlington, Ontario. It is being distributed afternoons Monday through Friday and on Saturday morning. The Southam paper absorbed a 42,000-circulation weekly, The Burlington Gazette, said Publisher Gordon Bullock. Burlington, a city of 130,000, previously had no local daily paper.

- A management team has been formed to study the future of The Louisville Times. A company spokesman said the team will study all possibilities, including folding the evening Times, publishing one all-day paper or continuing to publish both the Times and The Courier-Journal, a morning paper.

## BUSINESS ROUND-UP

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Owen Van Essen

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Gannett Co. purchased the Louisville papers earlier this year from the Bingham family for \$300 million [presstime, June 1986, p. 98].

- Rapid circulation growth in Europe has led The Wall Street Journal to expand its printing operation on the Continent.

Previously printed only in the Netherlands, The Wall Street Journal/Europe is now also being published at a printing plant near Lucerne, Switzerland. Average daily circulation of the 4-year-old edition was 35,379 during the six months ending June 30, Journal officials said. This was an increase of 10.5 percent over the first half of 1985 [presstime, Jan. 1986, p. 28].

- A Cleveland restaurateur said he and a group of investors plan to start a new daily newspaper next June in Cleveland. J. Charles Fox, owner of the Linkas Steak and Tap House, said he has already purchased 40 units of Goss presses. Fox currently publishes a 30,000-circulation free paper in Cleveland, the Crusader News.

- Both USA Weekend, Gannett Co.'s Sunday supplement, and Parade magazine report gains in total circulation and in newspaper customers since USA Weekend was launched a year ago.

USA Weekend, however, is being carried by fewer newspapers than its predecessor publication, Family Weekly, which in February 1985 was being circulated by 362 newspapers. As of Sept. 18, USA Weekend was being carried in 285 newspapers with a combined circulation of 14.3 million, a Gannett spokesman said. In September 1985, the magazine was in 255 newspapers with combined circulation of 12.5 million.

Parade is currently part of 288 newspapers with a circulation of 31.4 million, said President and Publisher Carlo Vittorini. Just before USA Weekend was launched, Parade had 25.2-million circulation in 134 newspapers [presstime, Oct. 1985, p. 60]. □

## Berkley-Small to sell two publications

Circulation consultant Ronald C. Anderson has signed a letter of intent with Berkley-Small Inc. to purchase two publications—NIE Information Service, for Newspaper in Education personnel, and Circulation Idea Service, for newspaper circulators.

Berkley-Small, a subsidiary of Scripps Howard, is closing its Mobile, Ala., office, where it published the two monthlies. Anderson said his consulting firm, RC Anderson Associates of Pittsford, N.Y., would continue both publications. □

## PM to AM Conversions: Don't Get Caught Guessing

Not all cycle switches are successful. The gain or loss depends on: the strength of AM competition, the size and commitment of the "core" PM market, lifestyle patterns, the time preference for information delivery, and more. MOR can tell you if a switch is right for your market.

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States News Service's staff of about 25 journalists reports Washington news for newspaper clients.

## Times deal fortifies States News

States News Service, which covers Washington, D.C., for about 50 newspapers, is now being represented by the The New York Times Syndication Sales Corp.

This means the syndicate will market States News Service to newspapers along with the syndicate's other features.

In financial difficulty since its founding in 1973, States News provides subscribers with news of local interest often overlooked by major wires or papers with Washington bureaus [presstime, March 1984, p. 23].

"People think of us as a very young staff

that writes for small newspapers, and that's not the case," said Leland Schwartz, the service's founder, president and editor. "Probably three-fourths of the news service is supported by papers with Washington bureaus that use States as a backup and supplement. That's what's really unknown about us," said Schwartz, who oversees a staff of about 30.

In addition to general news, States has recently launched a service geared to business sections—reporting daily on the Securities and Exchange Commission—and it plans to extend such coverage to selected government agencies. □

## AP increase lowest in 16 years

The Associated Press Board of Directors has voted the lowest membership assessment increase in 16 years—2.5 percent for 1987.

Over the preceding three years, assessments increased an average of 4.9 percent—5.5 in 1984, 4.7 in 1985 and 4.6 in 1986 [presstime, Nov. 1985, p. 69].

AP Board Chairman Frank Batten said the low increase reflects gains in both AP membership and non-member revenue. The AP in late September had 1,351 newspaper and about 5,700 broadcast members.

For the third year in a row, the AP will finance capital needs internally without

outside borrowing, said Batten, chairman of Landmark Communications Inc. of Norfolk.

"The board has never been more confident of AP's resources and commitment to provide its members with a premier news and photo product," Batten said.

The assessment increase will enable the news cooperative to upgrade its financial reporting services, he said. In addition, AP will purchase more portable transmitters and LaserPhoto receivers and install more electronic darkrooms.

AP said it will notify members Nov. 1 of their exact 1987 assessments, which will go into effect Jan. 4. □

## Field of major libel carriers drops to 3

The new underwriter for libel insurance for members of the National Newspaper Association is Safeco of Seattle.

The change came after CNA Insurance Co., the previous carrier, stopped underwriting libel policies, leaving only The Mutual Insurance Co. Ltd. of Bermuda, Employers Reinsurance Corp. of Overland Park, Kan., and Safeco as the major underwriters of libel insurance [presstime, April 1986, p. 8].

In announcing the change, NNA said its members, mostly weekly newspapers and some small dailies, will be faced with "substantially" increased rates, higher deductibles and reduced limits.

At ANPA, Senior Vice President Thomas C. Fichter said, "We are continuing to see premiums for libel insurance being quadrupled at a minimum."

"What many non-ANPA members have found is that it costs less money to join ANPA and pay the insurance premiums charged by Mutual Insurance than it costs to use any of the other alternatives."

John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay, said the cost of reinsurance "is continuing to escalate," forcing up the premiums charged by primary insurers.

In other insurance matters, the United States and the United Kingdom have signed a tax treaty that would eliminate the 4-percent excise tax on premiums paid by U.S. policyholders of Bermuda insurance companies. The treaty will be submitted to the Senate for ratification and would apply to libel and strike insurance premiums of Mutual Insurance. □

## Changes in command

The American Association of Sunday and Feature Editors, at its annual convention Sept. 10-12 in Calgary, Alberta, elected the following new officers:

- **President**—Rosalie Muller Wright, San Francisco Chronicle
  - **First Vice President**—Gilbert L. Watson III, The Baltimore Sun
  - **Second Vice President**—Mary Hadar, The Washington Post
  - **Secretary**—Reg Vickers, The Calgary Herald
  - **Treasurer**—Clifford Ridley, The Detroit News
-

## Observances coming up for Newspaper Week, Carrier Day

National Newspaper Week will be observed Oct. 5-11.

Sponsored annually by Newspaper Association Managers Inc., this year's observance has as its theme: "A Free Press Serves a Free People." NAM has distributed kits offering numerous ideas on how newspapers can promote the occasion.

ANPA Chairman and President Alvah H. Chapman Jr. said National Newspaper Week is a time to "rededicate our efforts to meet the guarantees of a free press as provided in our Constitution—serving and protecting our rights and our security."

A related observance, International Newspaper Carrier Day, will be marked Oct. 11. It is sponsored by the International Circulation Managers Association.



## Recent acquisitions

Midwest Newspapers Inc. of Des Moines is acquiring the Ames Daily Tribune, circulation 10,157.

Alameda (Calif.) Newspapers Inc. acquired the Alameda Times-Star, daily circulation 8,485.

Members of the family of the late J. S. Gray, who already owned 50 percent of the Monroe (Mich.) Publishing Co., acquired the remaining 50 percent from the C. K. Wesley estate. The company publishes the Monroe Evening News, daily circulation 26,785.

Tribune-Review Publishing Co. of Greensburg, Pa., is acquiring The Daily Standard-Observer of Irwin, Pa., circulation 13,021, from Allbritton Newspapers of Paterson, N.J.

Bill D. Hall and G. Frank Withrow of Macon, Mo., acquired the Macon Chronicle-Herald, daily circulation 3,833, from Donrey Media Group of Fort Smith, Ark.

James Huckle of Traverse City, Mich., acquired the Faribault (Minn.) Daily News, circulation 8,900. □

## ANPA committee members serve at their own expense

The nearly 350 newspaper executives who serve as members of the ANPA Board of Directors and committees, and as Trustees and committee members of ANPA Foundation, pay virtually all of their expenses associated with that service. The practice represents an "exception" among national trade associations, according to Executive Vice President Jerry W. Friedheim.

(Rosters of the Association's various committees are published in an insert to this issue of presstime.)

"The willingness of newspaper executives for so many years to make the contribution not just of their time but also of their own resources makes ANPA an exception within the trade association community, an exception which I believe contributes in large measure to our exceptional capability to serve our industry's mainstream concerns," said Friedheim.

It has been the "traditional practice" over the 100-year history of ANPA for newspaper executives who serve its Board and committees to do so at their own expense or at the expense of their newspapers, he noted.

This practice "lessens overall costs to the Association, which, of course, are borne by individual newspaper dues in large measure," Friedheim said.

"It means that those who participate in ANPA Board and committee activities are

personally interested and committed to helping the industry and do it as an important service, not just as a sideline," he added.

The primary expenses associated with service to the Association are travel to and from meetings, wherever they occur in North America or overseas, and lodging for the newspaper executive and family members, should they be involved. Under U.S. tax law, these expenditures are deductible to individuals or newspaper companies as business expenses.

ANPA pays for meals at various meetings and functions, especially when non-newspaper guests or speakers are included, Friedheim said.

In addition, he said, ANPA does, "from time to time, try to add to our committees some key resource people from outside newspapering who can contribute to the committees' deliberations. ANPA does pay travel and housing expenses for those individuals when their own institutions do not have funds available to support these experts' participation in newspaper business activities." □

## New members

### THE BRYAN TIMES

Bryan, Ohio (circulation 10,694). Ford Cullis, publisher.

### The Frederick Post

### The News

Frederick, Md. (combined circulation 37,680). George B. Delaplaine Jr., publisher.

## NORTHWEST COLORADO

### Daily Press

Craig, Colo. (circulation 3,245). David C. Simpson, publisher.

## Martin joins ANPA as industrial hygienist

Lisa G. Martin has joined ANPA as an industrial hygienist.

A 1983 graduate of Central Missouri State University, with a bachelor's degree in industrial hygiene, Martin formerly was an industrial hygienist with the District of Columbia government. She also held occupational health and safety positions with the Olin Corp. and the Remington Arms Co. Inc. in Independence, Mo., and with the U.S. Environmental Protection Agency in Kansas City. □



Lisa G. Martin

# over-set

## Hey, you— 'mailroom' is taboo

In 1975, Gene McDavid, vice president and general manager of the Houston Chronicle, urged the ANPA Production Management Committee to drop the word "mailroom" from newspaper jargon. He argued that the name did not reflect what went on in modern day newspapers.

People are still calling it the mailroom, but McDavid, now chairman of the successor Technical Committee, can take heart.

Ralph Roth, vice president/production for Knight-Ridder Inc., has taken on the burden of ridding the newspaper world of "mailrooms" and replacing them with "distribution centers" or "packaging and distribution centers."

Roth suggested at the Technical Committee meeting in September that anyone who utters the word "mailroom" be fined 50 cents. There was some backsliding during the meeting, but no one actually saw money change hands.

Still, Roth is only half-joking about the fine. And if he's successful, mailrooms will forever pass from the newspaper lexicon. Oops . . . anyone have change for a dollar?

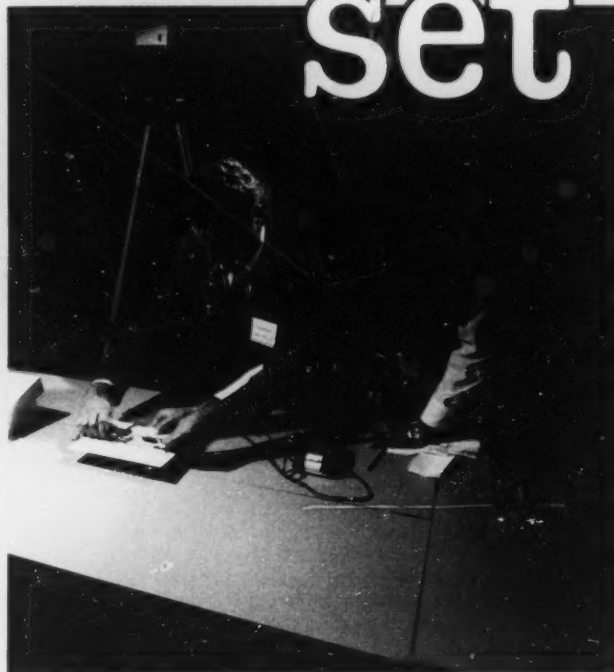
## Newspaper numbers

15.64—number of dollars a composing room worker makes, on average, for every daytime hour worked at daily newspapers in the 20 largest U.S. cities.

31—number of instances in the top-100 markets where a TV station was commonly owned with a local daily newspaper, as of Jan. 1, 1986.

10,611,514—number of dollars spent on newsracks in 1985 by U.S. and Canadian newspapers responding to ANPA's annual capital expenditures survey.

4,629—number of calls made to the minority job "hotline" of the Society of Professional Journalists, Sigma Delta Chi, from April 1985, until it was discontinued in September.



## What brings swarm of reader responses? A cockroach contest, of course

To the lilting strains of "La Cucaracha," played by a strolling guitarist, The Orlando Sentinel lent its expertise to an unlikely task—finding the largest cockroach in Florida.

With the aid of a Mitutoyo Digital Calipers, calibrated to ten-thousandth of an inch, more than 100 attending the Sentinel ceremony and thousands more through television news got the answer—2.429 inches.



The winner, in actual size

The public selection of "Longfellow" owed its beginning to Bob Morris, who used his Sentinel column to "put Texas in its place." Seems a contest there showed the largest cockroach in the Lone Star State checking in at 1.94 inches.

Morris says the best thing he did was to tell his readers to report—not mail—roaches over two inches, because 347 responded, the biggest reaction he's ever had to a column.

Only finalists were invited for measurement at the Sentinel, where rules were strictly enforced: Water bugs were disqualified; live roaches were killed; and the fattest and fiercest did not win.

Meanwhile, the winner may be dead, but not forgotten. Encased in Lucite, Longfellow will lead Orlando's November parade, the Queen Kumquat Sashay.

Morris offers no comment to the slogan of the International Cockroach Society: "They shall inherit the earth."

## Journalism rated most desirable career—in USSR

Foreign journalists are having their troubles with Soviet leaders these days. But in the eyes of Soviet youth, journalists rank high.

In fact, a recent poll shows school-age Soviet youngsters rate journalism first as a desirable career.

Rated second was the performing arts, with a career in the military ranking third. Further down the line, in descending order of prestige, the youngsters named doctors, physicists, engineers and teachers.

The poll, conducted by Snyena magazine, was reported from Moscow by The Globe and Mail of Toronto.



## It's never too late for correction

With "all the news that's fit to print," it's never too late to make sure that all the news in print is fit.

At least at The New York Times.

On Nov. 4, 1977, a Times obituary reported the death of Rupert Weeks.

But it was Robert M. Weeks who died.

Nine years later, Weeks' daughter returned to New York, which she had left soon after her father's death. Discovering the error in a library, she informed the Times, which published a correction Sept. 12, 1986.

"There isn't anything to say that if a mistake is old, it shouldn't be corrected," comments Times spokesman Leonard R. Harris. "Especially if you are a paper of record."



## Phoenix papers blame cutup for complaints

Human error was apparently behind the hyperactive shredder at a Phoenix bank that chewed up untold numbers of checks from would-be subscribers to the city's daily newspapers.

For weeks, complaints mounted at The Arizona Republic and The Phoenix Gazette—more than 75 a day—as angry callers demanded to know why their papers had not been delivered. And it took a while for the circulation department to ascertain what had gone wrong, reports Circulation Manager Robert A. Hallay.

In Phoenix, subscribers send their checks directly to the United Bank of Arizona. However, for several months a bank employee responsible for opening envelopes containing subscribers' checks mistakenly put them in trays containing envelopes destined for the shredder.

Nobody knows exactly how many checks were shredded. What is known is that non-payment results in cancellation of a subscription or start order and that a fair part of the 9,000 terminations in recent months resulted from the bank snafu.

The two papers published an explanation Aug. 14.

Now both bank and newspapers say they are hard at work putting the pieces together, and officials are clear on at least one conclusion: "It's the strangest thing I've ever had happen in my whole career," says Conrad Kloh, director of sales for Phoenix Newspapers Inc. Echoes George H. Isbell, executive vice president of United Bank: "It's the strangest thing that's ever happened in my career as well."



## Doonesbury



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BY GARRY TRUDEAU

## There are stories aplenty out there; it takes only an idea to get started on them

Do you know who keeps the windows squeaky clean down at City Hall?

When was the last time you took a serious look at chewing gum?

Do you know how many local citizens hold a second job and how they juggle them?

If the answers are "I have no idea," "never" or the like, give a second thought to whether stories on subjects like those might brighten up some otherwise gray pages.

Starting a flow of fresh ideas for feature, news and investigative pieces is the aim of a new book titled *A Collection of 1001 News Ideas*.

Kenneth C. Bronson, vice president of Stauffer Communications, Inc., collected the ideas from a variety of sources over the past 30 years, including his own experiences as an editor and publisher.

The ideas were augmented and put into book form by R. Joe Sullivan, editor and publisher of Stauffer's Blue Springs (Mo.) Examiner.

Arranged alphabetically, the subject areas range from "antiques" to "wildlife," from "crops" to "toys," from "elderly" to "real estate."

The 166-page, loose-leaf book costs \$25 and is available from Bronson at 616 S.E. Jefferson St., Topeka, Kan. 66607.

## Survival guides for overseas duty

Even before the Daniloff case became front-page news, (see story, p. 51), copies of the International Press Institute's "guide to staying alive" were disappearing fast.

Called *Journalists on Dangerous Assignments*, the 84-page booklet includes tips from foreign correspondents and a history of efforts to safeguard their lives.

The first printing of 2,000 was distributed free. The second printing will be sold. For copies, contact former IPI Chairman Richard H. Leonard, at 330 E. Beaumont Ave., Milwaukee, Wis. 53219; (414) 963-0598.

Another guide, *Surviving Dangerous Assignments*, was prepared by the Inter American Press Association. Contact IAPA, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465.



U.S. News staff members produced "Free Nick Daniloff" T-shirts in support of their colleague detained in Moscow. The shirts sold for \$8 apiece. A Silver Spring, Md., firm produced buttons with a similar motif and sent a batch to the magazine gratis.



## OCTOBER

**ANPA Health and Safety Symposium**  
Denver Marriott, Oct. 2-3

**ANPA Management Introduction to Newspaper Technology Seminar**  
The Newspaper Center, Reston, Va., Oct. 6-10

**ANPA Advanced Management Workshop**  
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

**ANPA Postal Committee meeting**  
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

**ANPA Labor Relations Seminar**  
Hyatt Regency Minneapolis, Oct. 15-17

**ANPA Legal Affairs Committee meeting**  
The Mayflower, Washington, D.C., Oct. 16

**ANPA/American Bar Association Task Force meeting**  
The Mayflower, Washington, D.C., Oct. 16

**ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting**  
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

**ANPA Creative Marketing Strategies Conference**  
Hyatt Regency O'Hare, Chicago, Oct. 16-17

**ANPA Foundation Newspaper in Education Instructor Training Seminar**  
Airlie House, Warrenton, Va., Oct. 20-23

**ANPA Newsprint Committee meeting**  
Ritz-Carlton, Washington, D.C., Oct. 23

**ANPA Telecommunications Committee meeting**  
J. W. Marriott Hotel, Washington, D.C., Oct. 23-24

**ANPA Newsprint Committee/CPPA Newsprint Section meeting**  
Ritz-Carlton, Washington, D.C., Oct. 24

**Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association**  
The Knickerbocker, Chicago, Oct. 27-29

**ANPA Advanced Offset Press Operations Seminar**  
The Newspaper Center, Reston, Va., Oct. 27-31

**ANPA Newspaper Process Camera Techniques Seminar**  
The Newspaper Center, Reston, Va., Oct. 27-31

**ANPA Circulation and Readership Committee meeting**  
The Newspaper Center, Reston, Va., Oct. 28-29

## NOVEMBER

**ANPA Strategic Human Resource Planning Workshop**  
Crystal Gateway Marriott, Arlington, Va., Nov. 5-7

**ANPA Convention Arrangements Committee meeting**  
Times Mirror Co. offices, New York City, Nov. 7

**ANPA Newspaper Color Scanner Operation Seminar**  
The Newspaper Center, Reston, Va., Nov. 10-14

**ANPA Executive Committee meeting**  
The Newspaper Center, Reston, Va., Nov. 12

**Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Promotion Association**  
Hyatt Sarasota, Sarasota, Fla., Nov. 17-19

**ANPA Advanced Offset Press Operations Seminar**  
The Newspaper Center, Reston, Va., Nov. 17-21

**ANPA Telecommunications Seminar: Connections 1986: New Tools for Managing Telecommunications**  
Vista International Hotel, Washington, D.C., Nov. 18-19

## DECEMBER

**ANPA Foundation Trustees meeting**  
The Waldorf-Astoria, New York City, Dec. 4

**ANPA Board of Directors meeting**  
The Waldorf-Astoria, New York City, Dec. 4-5

**Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME**  
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

**ANPA Advanced Offset Press Operations Seminar**  
The Newspaper Center, Reston, Va., Dec. 8-12

# ANPA

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Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty

